

TechLife  
NEWS

FEB 15, 2013

#68

# Apple Magazine™

eBOOKS  
FROM PDF  
TO KINDLE  
A HISTORY OF  
ePUBLISHING

iTUNES REVIEW  
EVERYBODY WANTS  
TO BE A HERO  
WRECK-IT RALPH,  
30 ROCK, AND MORE

EXCLUSIVE INTERVIEW

# TECHNOLOGY'S NEW BREED

HOW ONE YOUNG  
ENTREPRENEUR  
DEVELOPED MYFACE





# your imagination our reality

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# AUSTRALIA ORDERS TECH GIANTS MICROSOFT, APPLE TO EXPLAIN GLOBAL PRICE DISCREPANCIES



Microsoft and other technology giants have been ordered to stand before an Australian government committee and explain why prices are higher for Aussies than elsewhere in the world.

Apple and Adobe executives were expected to join Microsoft's hearing on Monday, hosted by a lower-house committee, according to a Raw Story report.

*"The committee is looking at the impacts of prices charged to Australian consumers*

*for IT products," a committee statement said, according to Raw Story. "Australian consumers often pay much higher prices for hardware and software than people in other countries."*

The price differences affect Australians' purchases of music, games, software, and gaming and computer hardware, Raw Story says. For instance, the costs for Australians to download iTunes are roughly 73 percent more than in the United States, the report says - The Washington Times.



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# APPLE RUMORED TO BE WORKING ON WRISTWATCH-TYPE GADGETRY

From portable music-players to smartphones to tablets, Apple (AAPL) has always looked far and wide for that new device that would expand and deepen its digital eco-system.

Now the Cupertino tech giant may be looking no further than its users' wrists.

Quoting unnamed sources, two published reports on Sunday said Apple is working on a prototype for a wearable watch-type gadget that might extend some of the powers of the iPhone onto an accessory strapped to the end of your arm.

This isn't the first time the watch rumor has surfaced. But according to the reports Sunday by both the Wall Street Journal and the New York Times, Apple is in discussions with Foxconn, its primary manufacturing partner, to come up with a wristwatch-type of tech tool. The move would be a logical response to a maturing smartphone marketplace, where Apple is still selling tons of iPhones but seeing its high margins contract. A watch would provide Apple another channel to

connect with its phones and tablets and help push more content into our lives.

## COMPANY EXPLORATION

The Times story attributed its report "to people familiar with the company's explorations, who spoke on the condition that they not be named because they are not allowed to publicly discuss unreleased products."

Two sources told the newspaper that the watch would operate Apple's iOS software and "stand apart from competitors based on the company's understanding of how such glass can curve around the human body."

"You never know what Apple's working on, and there've been rumors about everything





experience as it does all kinds of tasks beyond just telling you the time or using it as a phone.”

Neither Apple nor Foxconn could be immediately reached Sunday for comment on the story.

The wrist, it seems, is a potentially lucrative piece of human real estate, as many tech companies continue to innovate and bring new tech products that can be strapped on to the arm. While many gadgets already for sale are designed mainly to gauge physical activity, such as running or breathing, Apple could be looking at a far more sophisticated device that could incorporate many of the same apps users now enjoy on their smartphones and tablets.

## CREDIBLE RUMORS

Analysts have long been expecting Apple to try its hand at something for the wrist.

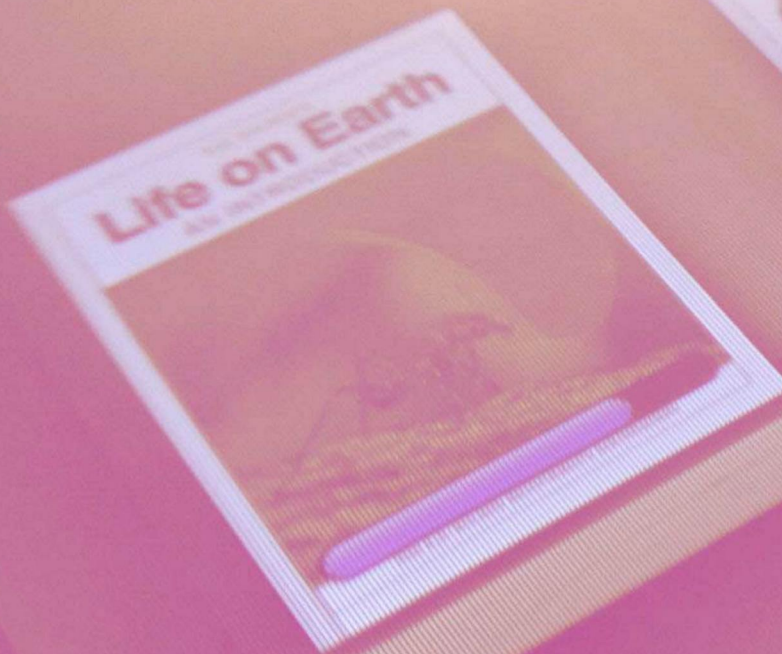
“We believe technology could progress to a point where consumers have a tablet plus wearable computers, like watches or glasses, that enable simple things like voice calls, texting, quick searches, navigation,” analyst Gene Munster wrote last month in a report for Piper Jaffray. “These devices are likely to be cheaper than an iPhone and could ultimately be Apple’s best answer to addressing emerging markets.”

For now, it’s still anyone’s guess what Apple may or may not have up its sleeve.

“The most credible rumors,” said Greengart, “tend to follow Apple’s pattern of building out their iOS platform and Apps Store content and then creating new products that capitalize on that system. In that context, a wearable device would make a lot of sense.” - San Jose Mercury News.

under the sun, from TV sets to watches to flying cars,” said analyst Avi Greengart with Current Analysis. “I’ve tested a bunch of watches that talk to my phone, and most tend to be clunky and somewhat limited in their functions. So I’m sure, given their track record, that Apple could certainly bring a better design to this type of gadget and offer a seamless

# **JUSTICE DEPT SETTLES E-BOOK CASE WITH MACMILLAN**



WASHINGTON - The government has reached a proposed settlement with Holtzbrinck Publishers LLC, which does business as Macmillan, one of five major book publishers that allegedly conspired with Apple Inc. to raise e-book prices for consumers, the Justice Department announced Friday.

The government is continuing its case against Apple but has now reached agreements with the five publishers.

The Justice Department complaint alleged that the five companies and Apple worked together to raise retail e-book prices and eliminate price competition. The

government said competition had reduced e-book prices and the retail profit margins of the booksellers.

Under the proposed settlement, which still needs approval by a federal judge in New York, Macmillan will lift restrictions on discounting and other promotions by e-book retailers. It will be barred from entering new agreements with similar restrictions until December 2014.

"We settled because the potential penalties became too high to risk even the possibility of an unfavorable outcome," Macmillan CEO John Sargent said Friday in an online letter to authors, illustrators and agents.

Sargent said the company did not reach an agreement earlier because, in part, "I had an old-fashioned belief that you should not settle if you have done no wrong. As it turns out, that is indeed old-fashioned."

"Our company is not large enough to risk a worst-case judgment," Sargent wrote. "In this action, the government accused five publishers and Apple of conspiring to raise prices. As each publisher settled, the remaining defendants became responsible not only for their own treble damages, but also possibly for the treble damages of the settling publishers."

The other companies that settled were Hachette, HarperCollins, Simon & Schuster and Penguin.

Another reason Macmillan did not reach an agreement earlier, according to Sargent, was his concern that a settlement would allow Amazon, the leading e-book retailer, to cut prices to a level Sargent feared would harm the industry overall. But when all the other publishers settled, he no longer saw a reason to hold out. He was especially

concerned that Macmillan books would be more expensive than those of its fellow publishers.

Apple spokeswoman Trudy Muller declined to comment on the MacMillan settlement.

Before the case brought by the Justice Department, retailers sold e-book versions of new releases and best-sellers for what one company's CEO called the "wretched \$9.99 price point." The government says that as a result of the conspiracy, consumers were typically forced to pay \$12.99, \$14.99 or more for the most popular e-books.

So far, the settlements in the case with other publishers have not led to a noticeable drop in e-book prices, as publishers had feared.

Before the government sued last April, the publishing executives were desperate to get Amazon.com - the marketer of Kindle e-book readers - to raise the \$9.99 price point it had set for the most popular e-book titles. That was substantially below the publishers' hardcover prices. Apple had launched its iBooks store, and the publishers had hoped Apple would counteract the power of Amazon.

After Amazon introduced the Kindle in 2007, e-book sales had surged. They represented just 2 percent of all titles sold in the United States that year but soared to 25 percent in 2011. In 2010, about 114 million e-books were sold at a total cost of \$441.3 million.

On Friday, news of the Macmillan settlement appeared to have little impact on Amazon. Its stock price was up 80 cents, less than 1 percent - Associated Press.

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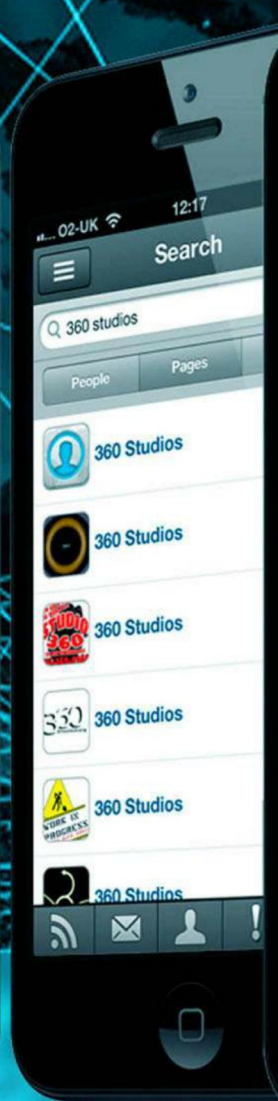
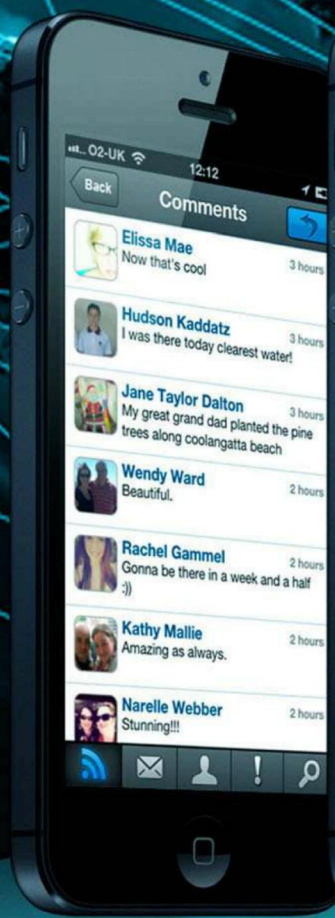


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# TECHNOLOGY'S NEW BREED

How One Young Entrepreneur Developed MyFace





Category: Social Networking  
Updated: Jan 22, 2013  
Version: 1.2  
Size: 19.0 MB  
Language: English  
Seller: Ben Steffens  
Price: Free



196 Ratings

View in

iTunes Preview

Many people are of the mindset that technology is a young person's game. Technology and its products and services are really something for all ages, but the older people are, the less likely they are to dip their toe into the water. Younger people are a different story. They've grown up with the technology and don't have any reservations about using it.

Some younger people even take it a step further. They use the technology to become young entrepreneurs. Startup companies don't come with all of the baggage they used to. Many young entrepreneurs start with designing apps. Since many times they don't sell for more than a dollar or two, success can be fleeting.

Steve Jobs was one of those young people following his dream, although because of the time when he got his start, he wasn't creating apps. They weren't even invented yet. He was creating computers with the help of another young technological mind, Steve "Woz" Wozniak. That little company they started in their garage is now legendary across the world for being one of the most successful ever. It should encourage young people to think if Jobs and Woz can do it, so can they.

Ben Steffens is one of those young people. He started BasyBoyApps and FreAppEachDay when he was just 15 years old. He now has the number two app in the App Store in the Social Networking category. MyFace is a FaceBook client for iPhone and Mac and fills in some of the gaps that the official Facebook app doesn't. I wanted to find out how Ben got to this point in his life with so much success early on.

**Laura Tucker: What encouraged you to start your Internet companies, BasyBoyApps and FreeAppEachDay at such a young age?**

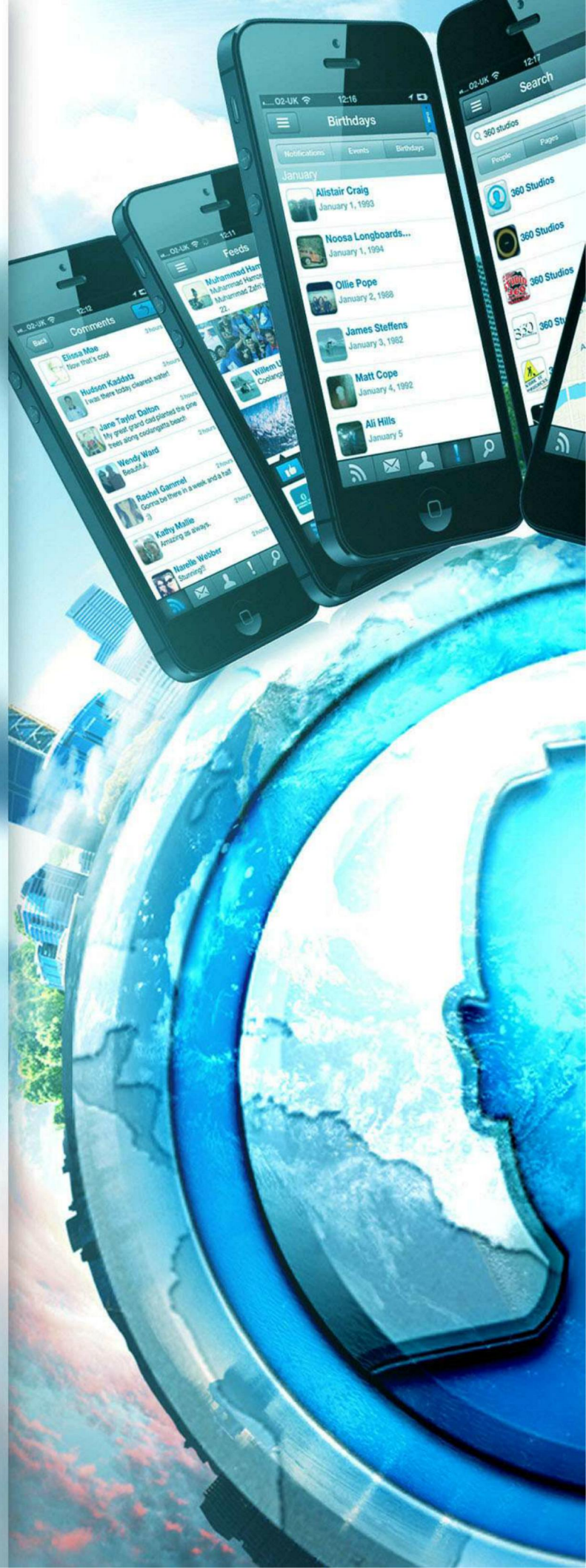
Ben Steffens: I have always been interested in business, and when I was about 15 the App Store had just launched. It offered low barriers to entry, which at the time were great, allowing people with lower budgets like myself to enter the market. However, in the long run, it has arguably made it hard to succeed due to the high number of apps on offer. I also really liked the idea of being able to work hard on the app, getting it developed, and once it went live there wasn't much more I would need to do, and sales would provide a steady income for the next few years.

**Laura Tucker: Is it just a coincidence that you developed a Facebook app and that Facebook was also begun by a young guy, similar in age?**

Ben Steffens: Whilst I have been inspired by Mark Zuckerberg's work, I would say the reason for developing is more of a coincidence; I actually started out developing an application that would combine Facebook and Twitter into one app; however, halfway through development, Twitter announced various new API rules and changes which meant third-party apps like this were no longer allowed. So I decided to make use of the code and focus on streamlining the Facebook experience.

**Laura Tucker: What makes MyFace different from the other Facebook client apps out there?**

Ben Steffens: Currently there are two main Facebook clients available on the iOS App Store – the Official Facebook app and Facely. The Official Facebook app is notorious for being complicated and often buggy and slow, whilst Facely hasn't been updated for over a year now lacking crucial features such as iPhone 5 optimization. Thus, MyFace manages to streamline the Facebook experience without sacrificing





quality of functionality. It even adds features missing from the native app. The iOS version also takes full advantage of your device's touch-screen capabilities, offering innovative features such as swipe to view comments and details. MyFace has been said to 'restore the glories of Facebook' offering a beautiful and more stable Facebook experience.

**Laura Tucker: You mention that your goal is to get MyFace on every Apple device. Does this mean there is a native MyFace app in the works for iPad?**

Ben Steffens: Correct. MyFace is currently available for the **iPhone** and **Mac** and development for the iPad version has just begun and we hope to have it live by April.

**Laura Tucker: Why Apple products and not Android?**

Ben Steffens: When I began developing apps a few years ago the Android App Store was a lot smaller, so I focused on developing for Apple platforms, and as I became more familiar with Apple I have stayed with them even since. That said, we have plans to launch MyFace for Android in 2014, depending on how sales are this year!

**Laura Tucker: You mention that you are on a gap year launching MyFace and that next year you'll be attending Oxford Brookes University. Is there a chance your success can lure you away from going to the university?**

Ben Steffens: I think I will see how the sales and potential acquisitions go this year; however, I think I will manage to continue to expand my company part-time as I do the Business course.

**Laura Tucker: Every great developer has many ideas locked away. What other apps are you considering developing?**

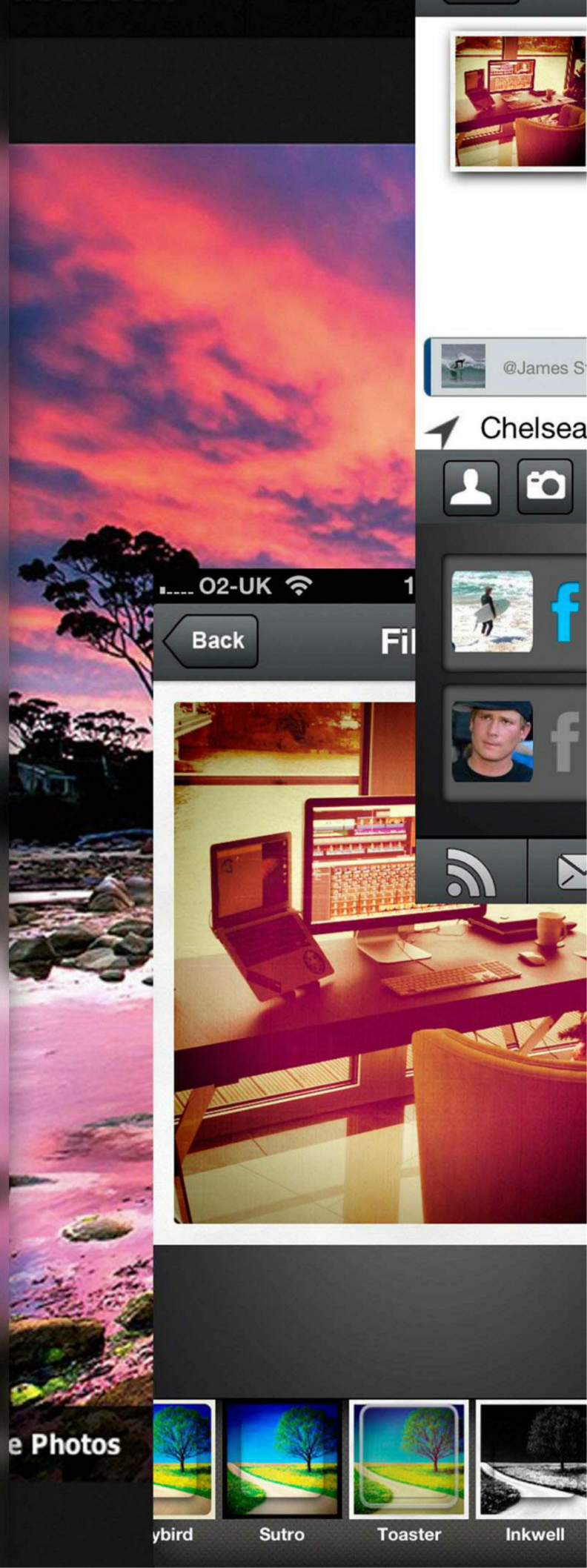
Ben Steffens: As soon as I generate enough capital, I am planning to launch by own ad network, similar to AdMob, offering banner and full screen adverts for Free iPhone apps as well as offering new innovative ad slots and other promotional packages.

**Laura Tucker: What have you learned in the process of the development of this app that could possibly help others in the development process?**

Ben Steffens: I would say that a lot has come down to timing. I managed to start developing when the App Store had just over 100,000 applications, which meant I could launch an application with absolutely no marketing, and sales would be impressive. However, now that there are over 700,000 applications, things have become a lot harder; when I launch an app without marketing it will struggle to sell at all. To those considering developing apps I would strongly suggest putting enough aside for marketing rather than focusing on the development of the app itself, as without gaining exposure it will be very hard to be found!

Ben runs the London-based 360 Studios, as the CEO and founder. In 2011, his BabyBoyApps and FreeAppEachDay were acquired by Awesome-Wicked Games. For the past eighteen months, while creating MyFace, he worked with twenty different employees.

But the most impressive fact is that MyFace has been funded by the profits of Ben's previous projects. At 15 years old he had the fortitude to not blow his windfall. He used those profits to fund his next venture. And as he mentioned above, he hopes to use his profits from MyFace to fund another venture, an ad network.



At work!

teffens X

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Back Ben Steffens


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30 Dec 2012 at 08:43

Coolangatta Beach. :) V

 **Willem Ungel**

378 9

Likes

Comments





As for the app itself, I have to give him kudos. I have stopped using the official Facebook app and am now using MyFace. One fun thing is sound effects for most functions. In other words, if you plan to check your Facebook during a business meeting or Psych class, you have to mute it. Getting around is easy with swiping

integrated throughout for doing functions such as reading the comments.

One reason that MyFace works so well is that it doesn't emulate the browser version of Facebook. That seems to be where the official iOS app for Facebook gets caught, trying to be the browser version. MyFace avoids all that by just doing it better. In fact,



it takes a few minutes to figure it out, but once you do it is so much easier to navigate posts and comments and flip back and forth with the swiping and clicking.

Hopefully the great work Ben Steffens has done on this app will encourage more young people to give it a try and get their own ideas out there. If all young people waited around,

afraid to take the plunge, we wouldn't have our Apple computers. Jobs and Woz threw caution to the wind to get their ideas out there and turned it into quite possibly the most successful company ever. And now because of that, it allows other young people like Ben to do the same. ■

by Laura Tucker

# APPLE MENTIONED DURING OBAMA'S STATE OF THE UNION SPEECH

It was one doozy of an Apple (AAPL) corporate announcement.

But mid-way through his State of the Union speech, President Obama Tuesday looked up at Apple CEO Tim Cook, sitting in the first lady's box with Michelle Obama, and briefly became spokesman for the most valuable tech company on earth.

"This year," Obama told the crowd, "Apple will start making Macs in America again."

It was only ten words, wedged into the middle of an hour-long speech. But it made at least one guy in the audience happy: the cameras zoomed in on Cook's smiling face.

The news that Apple would manufacture some of its Macintosh computers in the United States was not unexpected

- Cook told Bloomberg Businessweek in December as much. And bringing jobs to the US instead of off-shoring them to China could go a long way to improving Apple's sometimes blemished image of hiring Chinese workers on the cheap and then working them to the bone.

But to have the president of the United States serve as your celebrity spokesman was a real coup, even by the high standards set by former Apple CEO and co-founder Steve Jobs, who made product announcements a high-art form.

Obama offered no more details about Apple's plans, and quickly moved on to other topics. Apple did not immediately respond to a request for company comment on the president's comment.

Last December, Cook said the Cupertino company would start producing one of its Mac computer lines somewhere in the United States starting this year. He said Apple won't manufacture the computers itself, but will contract with other companies and invest \$100 million in the effort.

"We've been working on this for a long time, and we were getting closer to it," he told Bloomberg Businessweek at the time. "We could have quickly maybe done just assembly, but it's broader because we wanted to do something more substantial."

Cook's presence in the first lady's box was a perfect opportunity for Obama to praise Apple's plan and use the example as yet another in what he hopes to be a series of announcements in the coming months. Job creation is a key component of the president's second-term agenda and being able to drop Apple's name into his State of the Union address must have been sweet.

Cook was joined in the box by military families, those championing immigration reform and those whose lives have been touched by gun violence. His high-profile inclusion in the audience was no accident: An administration official said Cook heads a company that underscores America's innovation economy.

Last year, Michelle Obama's guests included Laurene Powell Jobs, widow of late Apple co-founder Steve Jobs, and Mike Krieger, co-founder of photography app Instagram - San Jose Mercury News.



# TOP FREE APPS

iOS



## #01 — What's the Word

By RedSpell

Category: Games

Compatible with iPhone 3GS, iPhone 4, iPhone 4S, iPhone 5, iPod touch (3rd gen), iPod touch (4th gen), iPod touch (5th gen) and iPad. Requires iOS 4.0 or later. This app is optimized for iPhone 5.



## #02 — Mailbox

By Orchestra, Inc.

Category: Productivity

Compatible with iPhone 3GS, iPhone 4, iPhone 4S, iPhone 5, iPod touch (3rd gen), iPod touch (4th gen), iPod touch (5th gen) and iPad. Requires iOS 6.0 or later. This app is optimized for iPhone 5.



## #03 — Temple Run 2

By Imangi Studios, LLC

Category: Games

Compatible with iPhone 3GS, iPhone 4, iPhone 4S, iPhone 5, iPod touch (3rd gen), iPod touch (4th gen), iPod touch (5th gen) and iPad. Requires iOS 4.2 or later. This app is optimized for iPhone 5.



## #04 — What's the Word? 4 Pics 1 Word

By LOTUM GmbH

Category: Games

Compatible with iPhone 3GS, iPhone 4, iPhone 4S, iPhone 5, iPod touch (3rd gen), iPod touch (4th gen), iPod touch (5th gen) and iPad. Requires iOS 5.0 or later. This app is optimized for iPhone 5.



## #05 — CarTunes Music Player

By Ryan Oksenhorn

Category: Music

Compatible with iPhone, iPod touch, and iPad. Requires iOS 5.0 or later. This app is optimized for iPhone 5.



## #06 — Ruzzle

By MAG Interactive

Category: Games

Compatible with iPhone 3GS, iPhone 4, iPhone 4S, iPhone 5, iPod touch (3rd gen), iPod touch (4th gen), iPod touch (5th gen) and iPad. Requires iOS 4.3 or later. This app is optimized for iPhone 5.



## #07 — PhotoStation

By Samer Azzam

Category: Photo & Video

Compatible with iPhone 3GS, iPhone 4, iPhone 4S, iPhone 5, iPod touch (3rd gen), iPod touch (4th gen), iPod touch (5th gen) and iPad. Requires iOS 5.1 or later. This app is optimized for iPhone 5.



## #08 — YouTube

By Google, Inc.

Category: Photo & Video

Compatible with iPhone 3GS, iPhone 4, iPhone 4S, iPod touch (3rd generation), iPod touch (4th generation) and iPad. Requires iOS 4.3 or later.



## #09 — Galaxy on Fire 2™ HD

By FISHLABS

Category: Games

Compatible with iPhone 3GS, iPhone 4, iPhone 4S, iPhone 5, iPod touch (3rd gen), iPod touch (4th gen), iPod touch (5th gen) and iPad. Requires iOS 4.3 or later. This app is optimized for iPhone 5.



## #10 — Google Maps

By Google, Inc.

Category: Navigation

Compatible with iPhone 3GS, iPhone 4, iPhone 4S, iPhone 5, iPod touch (3rd gen), iPod touch (4th gen), iPod touch (5th gen) and iPad. Requires iOS 5.1 or later. This app is optimized for iPhone 5.



### #01 – Evernote

By Evernote

Category: Productivity

Requirements: OS X 10.6.6 or later



### #02 – 4 Elements (TM)

By Playrix

Category: Games

Requirements: OS X 10.6.6 or later



### #03 – Xcode

By Apple

Category: Developer Tools

Requirements: OS X 10.7.4 or later



### #04 – Kindle

By AMZN Mobile LLC

Category: Reference

Requirements: OS X 10.6 or later



### #05 – The Unarchiver

By Dag Agren

Category: Utilities

Requirements: OS X 10.6.0 or later



### #06 – Full Deck Solitaire

By GRL Games

Category: Games

Requirements: OS X 10.6.6 or later



### #07 – Contract Killer 2

By Glu Games Inc.

Category: Games

Requirements: OS X 10.7 or later



### #08 – Twitter

By Twitter, Inc.

Category: Social Networking

Requirements: OS X 10.6 or later



### #09 – CSR Racing

By NaturalMotion

Category: Games

Requirements: OS X 10.8.2 or later



### #10 – SketchBook Express

By Autodesk Inc.

Category: Graphics & Design

Requirements: OS X 10.6.6 or later

# TOP FREE APPS

## Mac OS X

# TOP PAID APPS

iOS



## #01 — WhatsApp Messenger

By WhatsApp Inc.

Category: Social Networking / Price: \$0.99

Compatible with iPhone. Requires iOS 3.1 or later.



## #02 — Minecraft — Pocket Edition

By Mojang

Category: Games / Price: \$6.99

Compatible with iPhone, iPod touch, and iPad. Requires iOS 4.3 or later. This app is optimized for iPhone 5.



## #03 — Angry Birds Star Wars

By Rovio Entertainment Ltd

Category: Games / Price: \$0.99

Compatible with iPhone 3GS, iPhone 4, iPhone 4S, iPhone 5, iPod touch (3rd gen), iPod touch (4th gen), iPod touch (5th gen) and iPad. Requires iOS 4.3 or later. This app is optimized for iPhone 5.



## #04 — Plague Inc.

By Ndemic Creations

Category: Games / Price: \$0.99

Compatible with iPhone, iPod touch, and iPad. Requires iOS 4.3 or later. This app is optimized for iPhone 5.



## #05 — Wood Camera - Vintage Photo Editor

By Bright Mango

Category: Photo & Video / Price: \$0.99

Compatible with iPhone 3GS, iPhone 4, iPhone 4S, iPhone 5, iPod touch (3rd gen), iPod touch (4th gen), iPod touch (5th gen) and iPad. Requires iOS 5.0 or later. This app is optimized for iPhone 5.



## #06 — Sleep Cycle alarm clock

By Maciek Drejak Labs

Category: Health & Fitness / Price: \$0.99

Compatible with iPhone, iPod touch, and iPad. Requires iOS 4.3 or later. This app is optimized for iPhone 5.



## #07 — Arms Cartel Global

By Pixel Addicts

Category: Games / Price: \$0.99

Compatible with iPhone, iPod touch, and iPad. Requires iOS 4.3 or later.



## #08 — Fruit Ninja

By Halfbrick Studios

Category: Games / Price: \$0.99

Compatible with iPhone, iPod touch, and iPad. Requires iOS 4.3 or later. This app is optimized for iPhone 5.



## #09 — Earn to Die

By Not Doppler

Category: Games / Price: \$0.99

Compatible with iPhone, iPod touch, and iPad. Requires iOS 3.2 or later. This app is optimized for iPhone 5.



## #10 — CraftedBattle

By C-Apps

Category: Games / Price: \$0.99

Compatible with iPhone, iPod touch, and iPad. Requires iOS 4.3 or later. This app is optimized for iPhone 5.



### #01 – OS X Mountain Lion

By Apple

Category: Productivity / Price: \$19.99

Requirements: OS X 10.6.8 or later



### #02 – Pages

By Apple

Category: Productivity / Price: \$19.99

Requirements: OS X 10.6.6 or later



### #03 – Keynote

By Apple

Category: Productivity / Price: \$19.99

Requirements: OS X 10.7.4 or later



### #04 – Numbers

by Apple

Category: Productivity / Price: \$19.99

Requirements: OS X 10.6.6 or later



### #05 – FaceTime

By Apple

Category: Social Networking / Price: \$0.99

Requirements: OS X 10.6.6 or later



### #06 – Live Wallpaper

By SquidMelon

Category: Weather / Price: \$0.99

Requirements: OS X 10.6 or later



### #07 – iPhoto

By Apple

Category: Photography / Price: \$14.99

Requirements: OS X 10.7.4 or later



### #08 – 1Password - Password Manager and Secure Wallet

By AgileBits Inc.

Category: Productivity / Price: \$49.99

Requirements: OS X 10.7 or later, 64-bit processor



### #09 – DaisyDisk

By Software Ambience Corp.

Category: Utilities / Price: \$4.99

Requirements: OS X 10.6.0 or later



### #10 – Fantastical

By Flexibits Inc.

Category: Productivity / Price: \$9.99

Requirements: OS X 10.6.6 or later

# TOP PAID APPS

## Mac OS X



# INSIDE GAMES

## ZOMBIE ROAD TRIP



*Compatible with iPhone, iPod touch, and iPad.  
Requires iOS 5.0 or later.*

Price: Free  
Genre: Racing / Survival  
Updated: Feb 11, 2013  
Version: 1.1  
Size: 45.6 MB  
Language: English  
Seller: Noodlecake Studios Inc

View in

**iTunes Preview**

A while back we showcased a fun driving/survival title called Extreme Road Trip. The premise was to make it as far as possible without running out of gas. You were rewarded with boosts and fuel by performing stunts. It's a very addicting title, but a "spin-off" from Noodlecake Studios is upping the ante with their creative take on the genre. Zombie Road Trip takes the basic survival/racing genre and turns it upside down by adding a hungry zombie hoard

to the mix.

## GRAPHICS

The graphics for this title are very similar to Extreme Road Trip 2. They are cartoonish in appearance and all "hand-drawn." Everything is two-dimensional and set against a side-scrolling 2D background. But don't let the prospect of cartoonish 2D fool you into thinking this release looks bad. Everything looks good and possesses a solid amount of detail. It's obvious that the artists took a little extra time tuning how the world would look for this game and it definitely shows. The zombies, cars, towns, and backgrounds all tie in to one another very well. The color scheme works perfectly, too, and it's easy to see everything on screen. The animations





also look good, and all-in-all the visuals are very well done.

## SOUND

I actually enjoyed the sound quite a bit. It's whimsical, albeit a little funny-sounding (especially for what is supposed to be a "dark subject"), but Noodlecake obviously wanted to make a light, funny zombie title instead of a dark and foreboding one. The end result is a pretty hilarious "kid friendly" (although there are blood and guns, so maybe more teen friendly) zombie romp that has an awesome soundtrack and a lot of realistic, entertaining sound effects.

## GAMEPLAY



The gameplay is almost identical in nature to *Extreme Road Trip* but with a few key differences to set the titles apart.

You still purchase vehicles using the coins you earn, and you still do stunts like front flips and back flips to gain boost. There's no gas this time around, though. You don't have to collect canisters anymore; you'll have infinite gas. Instead of eventually breaking down, you'll have to outrun an angry zombie horde. There are also zombies in your path that you'll have to shoot so that they don't slow your car down. You'll be able to purchase new vehicles, boosts, and guns along the way, and you can, of course, buy coins so you can unlock things faster. There is even a lottery wheel you can spin once you

collect some hidden lottery tickets in each level. There is actually a lot more depth in here than in *Extreme Road Trip*.

## OVERALL

This is a great title and definitely one that you should have on your smart device. It's a great time-killer, and the short levels allow you to have quick game sessions. The customization and replayability for this title will keep you wanting more. You can find *Zombie Road Trip* in the App Store.



## ZUKO MONSTERS



Compatible with iPhone, iPod touch, and iPad.  
Requires iOS 5.0 or later. This app is optimized for iPhone 5.

Price: Free  
Genre: Adventure  
Updated: Feb 05, 2013  
Version: 1.5  
Size: 210 MB  
Languages: English, French, German  
Seller: Goodbeans GmbH

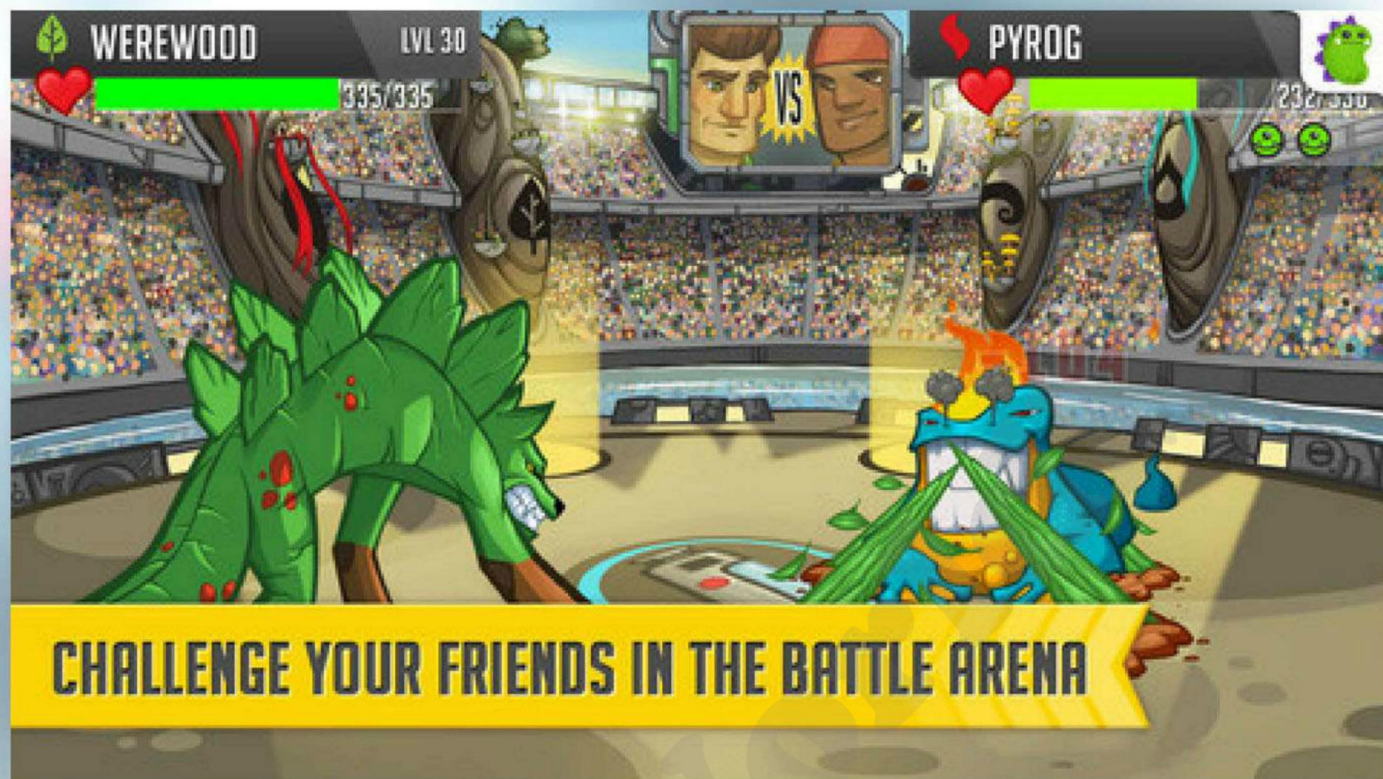
View in

**iTunes Preview**

Later this year, Nintendo will release a brand new generation of Pokemon games. This has a lot of fans chomping at the bit to get their hands on the latest installment in the monster battling saga. Unfortunately, no one has figured out time travel yet, so we're all just going to have to wait patiently. Luckily though, the developers at Goodbeans have released their own take on the monster-battling genre, and "Zuko Monsters" could be a perfect way to get your battling fix while you wait for Pokemon to release.

## GRAPHICS

Zuko Monsters is very solid from a visual standpoint. It's definitely not as polished as the Pokemon series, and it doesn't have that same "charm," but it's still graphically appealing. Some may see it as a little "kiddish," with its vibrant colors and cartoony appearance, but there has never really been a monster battling game that didn't seem overly whimsical in some way. It seems like the artists put a decent amount of work into the visual aspect of this game, and there are a lot of details to each environment you travel through. The animations are well done, too, and the monster attacks are visually creative and well-executed. The walking and interacting when on the world map is a little stale, but even the walking and non-battle sequences in Pokemon don't look spectacular. Overall, Zuko Monsters looks good with some solid iOS-level graphics and animations.





## ENTER EXCITING BATTLES WHERE CHOICES MATTER

### SOUND

The sound is fairly cookie cutter, albeit a little odd in spots. The musical scores leave a lot to be desired, but they won't wreck your experience. There aren't really a lot of tracks here, and the battle theme isn't as action-packed and inspiring as you'd like it to be. Unfortunately, it doesn't seem like a ton of time was spent on the audibles for this title. The sound effects are the same way, although they're a little better than the music and not nearly as "annoying" or repetitious.

### GAMEPLAY

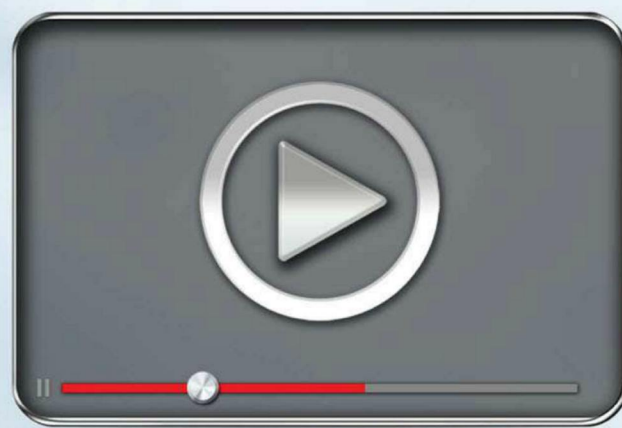
Zuko Monsters has a very similar gameplay style to Pokemon and other

monster-battling games but with a few key features that help to differentiate it from the rest of the pack. Unfortunately, most of the features drain the fun factor out of this title. Annoying things like timers, energy points, and buyables transform an otherwise entertaining title into a cash grab. In this game, you have the ability to play online, battle friends, and challenge A.I. trainers just like you can in Pokemon, so there is a little fun factor there. Unfortunately, everything else has to be purchased. Any time you want to revive or heal a monster, you'll need to use Comet Credits. Sometimes you can find these credits, but if you want a mass of them, you'll have to buy them. This credits are used for everything from training, to exploring, to speeding up time. It's

unfortunate that this glaring issue affects the gameplay so much.

## OVERALL

If you're looking for something to fill the urge for battle, while you wait for Pokemon, Zuko Monsters is a great, free, alternative. The downside is that you'll end up spending a fortune or waiting for ages if you want to progress far into the title. This is a solid game, and there was a lot of work put into it; however, I would recommend this game as more of a time-killer or a way to get your monster-battle fix. Hopefully we will see a



successful Pokemon spinoff in the future that isn't plagued with purchase requirements or lengthy wait times.





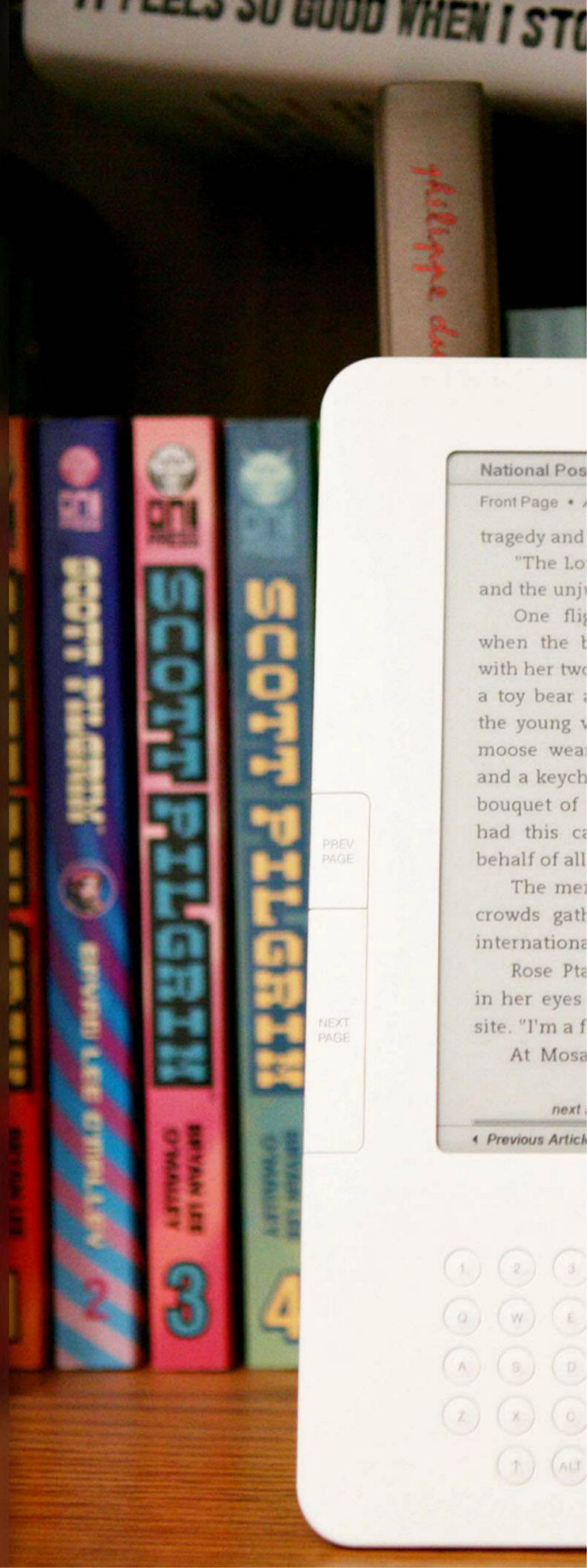
# FROM PDFs TO KINDLES

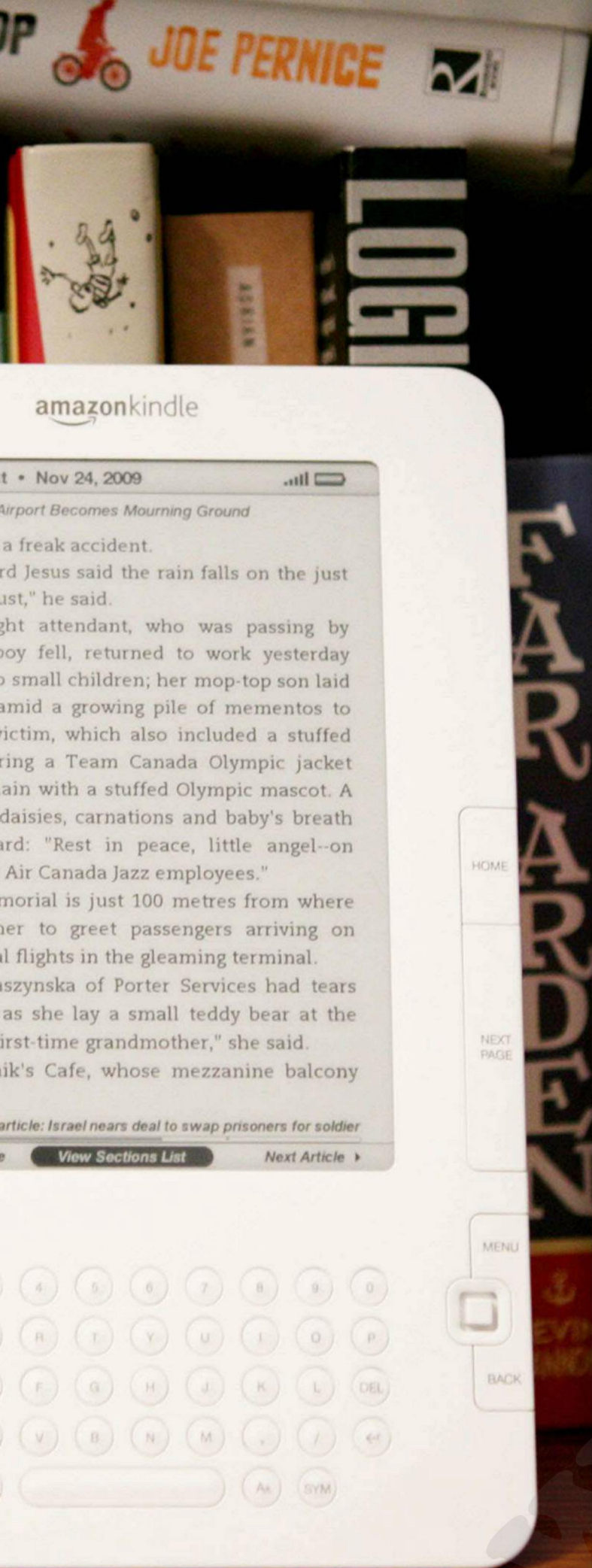
A History of Electronic Publishing

WorldMag

Over the last decade, the capacity and usefulness of mobile devices has grown astoundingly. Whereas not too long ago a portable gadget could perhaps store a limited amount of data for displaying simple text and compressed music files, today's transportable tools are smaller, house countless gigabytes of information and are versatile enough to be used for both work and leisure. The merits of having music, video and the Internet available on a smartphone or tablet have permanently changed the landscape of personal entertainment, but what might be most astounding is how these very devices have altered the oldest and least changed medium for entertainment and information; the printed word.

Electronic books, like digital music and video formats before it, have grown and popularity and ubiquity with the rapid growth of mobile devices. Ideas and prototypes for electronic books were seen in the early and mid-20th century; however, due in part to a book's format already being quite mobile, most never made it to the general public. The onset of computers made the prospect of storing and reading books on a medium other than sheets of paper more of a reality. In the early 60s, the idea of "linking" text through computerized data was developed by a Brown University professor named Andreis van Dam, creator of a structure known as the File Retrieval and Editing SyStem or "FRESS". His development was the basis for later use of hyper text transfer protocol (HTTP) and, like most early innovations involving the World Wide Web, was primarily a tool for education. In fact, it is van Dam who is widely credited with coining the term "e-book". The ensuing decade brought increasing computer power and advances in digital formats of printed materials, yet lack of mobility limited the usefulness for consumers with voracious appetites for literature. After all, is there





anything more handy and transportable than a paperback?

## THE FORMATS

A convergence of the proliferation of the Internet and popularity of personal digital devices harkened an environment in which electronic publishing could finally gain a foothold as an attractive alternative to printed books. However, as with other forms of technology that are sped to the marketplace, various formats have been created to either facilitate sales of a proprietary e-reading device or to ease content delivery and files sizes (much like video and music formats before it). Let's take a look at some of the more popular formats used in devices today.

### PDF

Adobe Systems' Portable Document Format (PDF) is one of the most prevalent and earliest formats used in electronic publishing. Developed in the early 90s, PDFs permitted the transfer of text documents for those using Adobe's proprietary reader. Acceptance from a wide audience was hampered by larger than usual file sizes and the availability of free versions of PDF readers and makers but flourished as the reader was provided free of charge and improvements were made in subsequent versions. Its release as an open standard in 2008 cemented its importance in electronic publishing, but critics have pointed to significant flaws like viewing and usage restrictions, monitoring (PDF files can be used to track IP addresses) and security exploits that have left the format open to many attacks from viruses and malware. Most major e-reading applications support the reading of PDF documents.

## EPUB

The popular EPUB format was released in 2007, replacing a previous Open E-Book standard used since 1999. Its flexibility has led to its popular use by consumers and publishers alike as its structure allows for content and data (like that seen on the World Wide Web) to be read in a broad variety of devices, applications and software. Files contain the extension .epub and, although it's an open source format, a digital rights management (DRM) layer can be added to protect booksellers and publishers from pirating. The format's versatility permits it to be more than just a vessel for printed documents—it contains information on everything from style sheets (as used in HTML and XML) to images and fonts.

## Mobipocket

More widely known for its .mobi extension, this Open eBook standard uses the markup language XHTML (Extensible HyperText Markup Language) and Javascript, making it a multipurpose format beyond being a simple display of text. It was created by French enterprise Mobipocket SA and sold to Amazon in 2005 as the company readied to begin selling digital versions of its vast library. Unencrypted, it can be read on various devices, although it is most commonly found wrapped in a DRM that can only be read on Amazon's Kindle device from an authorized purchase of content. The future of .mobi is unsure since a recent announcement by Amazon that it would be migrating to Kindle Format 8, available on the Kindle Fire utilizing features of HTML5 and CSS3.









ANGST

*origins of anxiety and depression*

KAHN

OXFORD

The ASSOCIATED PRESS  
STYLEBOOK and  
BRIEFING ON MEDIA LAW

230

VAN SANTEN, KHOE, VERMEER

OXFORD

DESIGN IN NATURE

ADRIAN BEJAN and J. PEDER ZANE

The Googlization of Everything • Vaidhyanathan • March 2011 (Domestic) April 2011 (Overseas) • 

THE FAITH INSTINCT

The Penguin Press

NICHOLAS WADE

MOONEY  
KIRSCHENBAUM

UNSCIENTIFIC AMERICA  
HOW SCIENTIFIC ILLITERACY THREATENS OUR FUTURE



BASIC BOOKS

WATERFALL

Brian J. Hudson

VOLCANO

James Hamilton

STUART W. ROSE, PhD



UNSCIENTIFIC

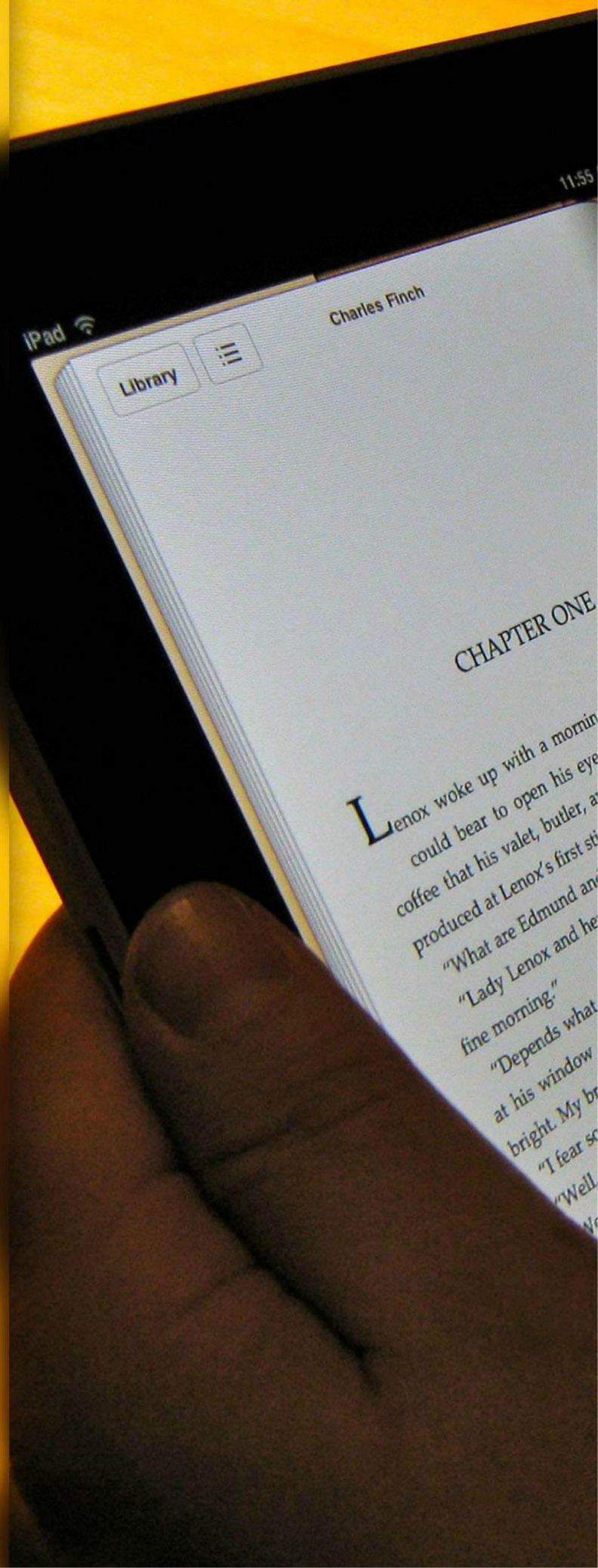
SUSTAINABILITY: a personal journey to a truly sustainable community, and an amazing picture of what life will look like

## Multimedia eBooks

This format, also known as an “enriched”, “enhanced” or “amplified” book depending on publisher’s proprietary terminology, employs technology to offer different types of content like images, audio and video. Because of its ability to augment data beyond simple black and white text, it is being championed by major publishing houses for its obvious natural partnering with ever-evolving and rapidly-selling tablet devices. Originally developed by New York technology company Vook in 2009, the format integrates text with media that offers an expanded reading experience. For example, Simon & Schuster released an expose on the rise and fall of the presidency of Richard Nixon called “Nixonland” in the Multimedia eBooks format. On top of offering the standard text found in the printed version, the “enhanced” version includes photos, articles and video of news stories and press conferences.

There are dozens of other formats that have either succumbed to the popularity of more dynamic approaches or are exclusively available to specific groups like educators or engineers. It remains to be seen if various types of electronic publishing formats can survive together or standardization will lead to a single set-up embraced by all publishers and consumers. Next week, we’ll take a look at popular e-book readers, as well as what the future holds for digital publishing. ■

by Steve Hughes



love of all that's good?"

"It should arrive momentarily, sir. Mary will be bringing it."

"Cheers, Graham. Happy Boxing Day."

"Thank you, sir. Happy Boxing Day, Mr. Lenox."

"The staff got their presents?"

"Yes, sir. They were most gratified. Ellie in particular expressed her thanks for the set of—"

"Well, there's a present for you in the wardrobe if you care to fetch it," said Lenox.

"Sir?"

"I would do it myself, but I doubt I could lift a fork in my present state."

Graham went to the wardrobe and found the broad, flat parcel, wrapped in plain brown paper and tied with brown rope.

"Thank you, sir," he said.

"By all means."

Graham carefully untied the rope and set about unwrapping the paper.

"Oh, just tear it," said Lenox irritably.

Nevertheless, Graham stubbornly and methodically continued at the same pace. At last he uncovered the present. It was a broad charcoal drawing of Moscow, which he and

g head, and as soon as he  
s, he gulped half the cup of  
and trusted friend, Graham, had  
r sons have gone to the park, sir. It's a

you mean by fine," said Lenox. He looked  
and winced from the sun. "It seems awfully

other's in as much pain as I am, I hope?"

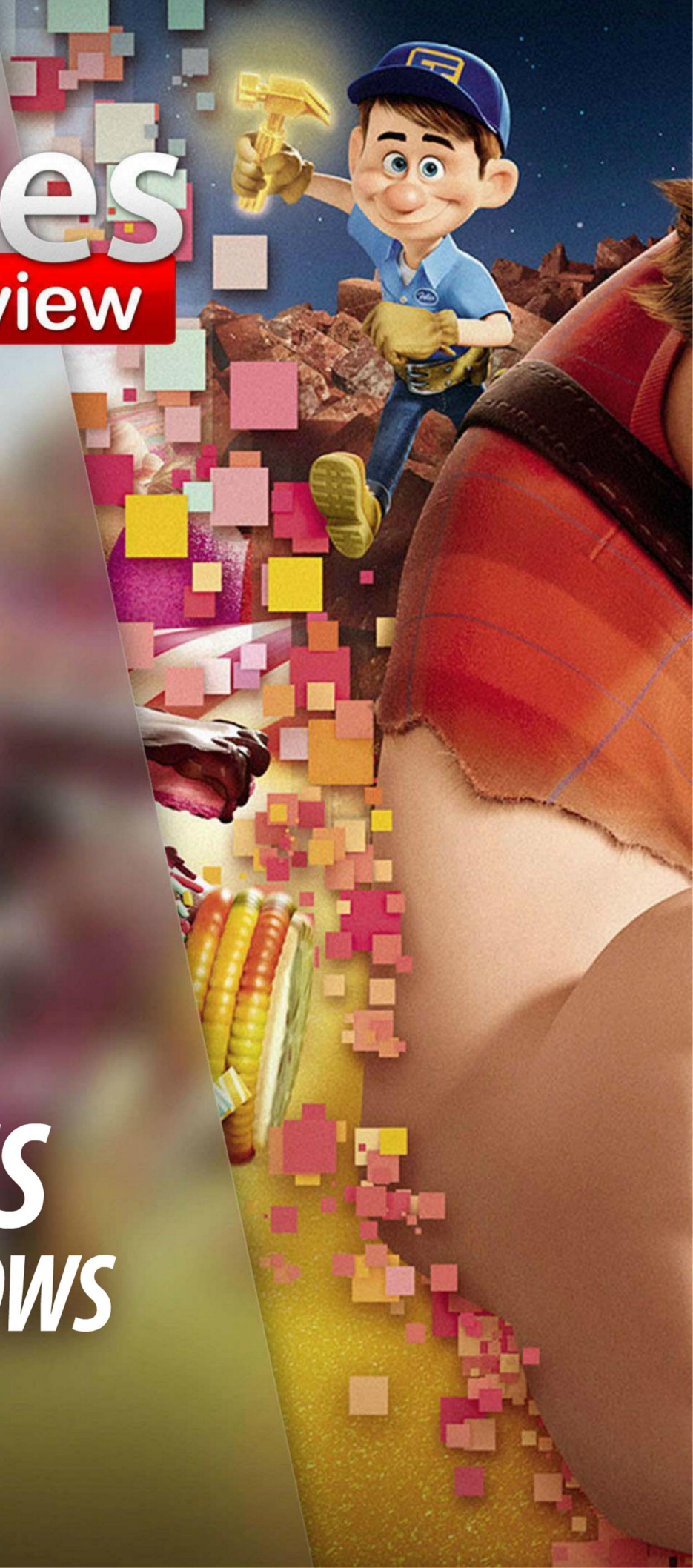
there is justice in the world, then," Lenox reflected.  
ould you like me to close your curtains, sir?"

anks, yes. And can you bring me some food, for the

# iTunes

## Review

**MOVIES**  
**& TV SHOWS**





# WRECK-IT RALPH



Everybody always wants to be a hero, including villains. At least that's what Hollywood would have us thinking. The latest movie slamming that point home is *Wreck-It Ralph*, a computer-animated Disney film

directed by Rich Moore who has done the same for episodes of *The Simpsons* and *Futurama*. It's a story that's been **in the works** with Disney since the late 1980s. It took more than twenty years to finally get off the ground.

It turns out that just as we found in **Toy Story**, that our toys come out and play at night when we're not looking, the characters in video games do the same. In images that recreate the video gaming boom of the 1980s, the characters in *Fix-It Felix, Jr.* emulate the game by adoring Felix, but shunning the villain, *Wreck-It Ralph*.

Ralph attends a support group for video game villains and speaks of a desire to not always be the bad guy. He is told by the others in his game that he can go to the game's 30th anniversary party only if he earns a medal like Felix does in the game. He finds out he can win a medal in a shooting game and enters it to try his luck. Meanwhile, a girl goes to play *Fix-It Felix, Jr.* and reports that the game is malfunctioning. Felix then leaves the game to find Ralph.

*Wreck-It Ralph* is a true sendup to the 1980s genre of video gaming, as well as later decades. The cameos in the family

by Rich Moore  
Genre: Kids & Family  
Released: 2012  
Price: \$19.99

★★★★★  
585 Ratings

View in

iTunes Preview



don't belong to film stars, but video game characters. Characters from Pac-Man, Street Fighter, Sonic the Hedgehog, Super Mario Bros., and Altered Beast attend

Ralph's support group. There are also characters from these video games and others seen in scenes in Grand Central Station and a bar.



# ANNA KARENINA



Anna Karenina is an adaptation of **Leo Tolstoy's novel of the same name** from 1877. It's far from being the first adaptation. It's had three stage versions, twelve other film versions, five television versions, three ballet

versions, two musical theatre versions, ten opera versions, and has been mentioned in two popular music songs and a mashup novel. It seems fans never get tired of this story.

Set in Moscow in 1874, Princess Daria "Dolly" catches her husband, Prince Stepan "Stiva" Oblonsky, making love to their children's governess in a closet. Dolly kicks him out, refusing to let him see their kids again. Stiva asks his wealthy socialite sister, Anna, to leave her Russian statesman husband, Alexi, and their son to head to Moscow to convince Dolly to take him back. Alexi warns her about fixings others' problems.

Stiva, meanwhile, has no problem meddling in others' lives. He tells his old friend Konstatin, who is shunned by Moscow's high society because he lives in the country, to propose to Stiva's sister-in-law, Kitty, who promptly declines because of her interest in a cavalry officer, Count Vronsky. She also wants to have the same place in society as Anna. Count Vronsky instead turns his attentions to Anna, who has convinced Dolly to let Stiva return. When Kitty sees Anna and Vronsky together, Anna leaves, but Vronsky promises to follow her wherever she goes.

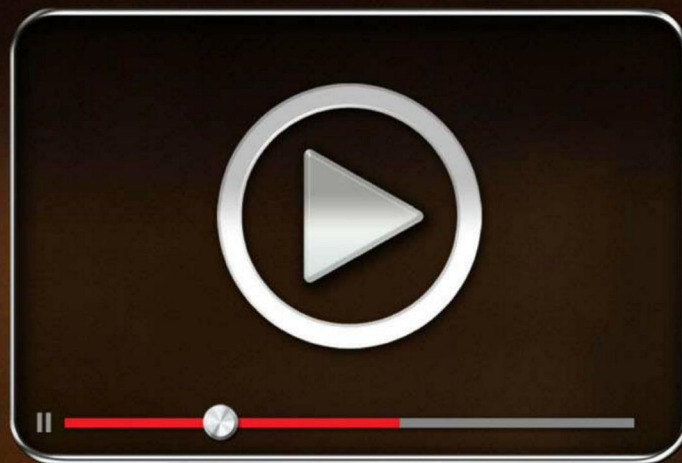
Keira Knightley stars in the title role in this version of the story. In an **interview** she

by Joe Wright  
Genre: Romance  
Released: 2012  
Price: \$12.99

★★★★★  
104 Ratings

View in

iTunes Preview

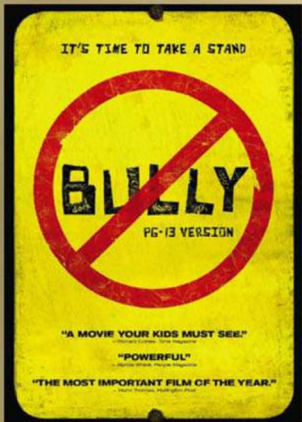




indicated she had seen some of the other versions. "I've seen the one that was on TV in England with Helen McCrory playing Anna, and she's wonderful. I also saw the Greta Garbo version, but years and years ago. I didn't want to see it again just before I played the part because I thought if I did something similar

that I would want it to be an accident, not because I've nicked it. But it's a very strange book, that one ... I don't quite understand what Tolstoy's actual personal view of Anna is — whether he likes her or hates her, whether she's the heroine or the antiheroine."

# BULLY



If there's one big buzz word in today's education system, it's "bullying." It's a very large problem and one people who aren't involved in education at all don't understand. However, every teacher, every

parent, and every student knows exactly what bullying is and how much of a problem it is. That it causes some kids to feel so badly about themselves that they even consider taking their own lives, let alone acting on it, is horrifying and of great cause for concern.

Bully is a documentary that examines the problem in the United States education system. It follows five students and their families throughout their daily lives so that others can see exactly what they are forced to put up with. These students are from schools in Georgia, Iowa, Texas, Mississippi, and Oklahoma. The film also focuses on Tyler Long and Ty Smalley who took their own lives after being bullied.

Director Lee Hirsch was a bullying victim himself and embarked on the documentary project with the hope that the problem would be out in the open. **He has stated**, "I felt that the hardest part of being bullied was communicating and getting help. I couldn't enroll people's support. People would say things like 'get over it,' even my own father and mother. They weren't with me. That was a big part of my wanting to make the film. It's cathartic on a daily basis."

The film originally received a movie rating of R because of some of the language, and an online petition was started to reduce the

by Lee Hirsch  
Genre: Documentary  
Released: 2012  
Price: \$14.99

★★★★★  
34 Ratings

View in

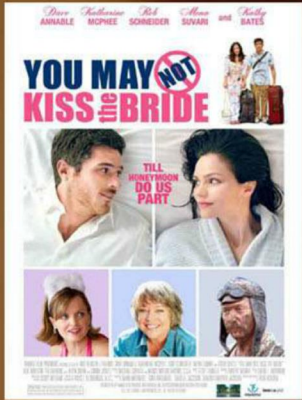
iTunes Preview



rating to PG-13 to make sure it hit its target audience. The MPAA still refused to budge from the R rating, leaving the film company to release the film unrated, meaning it would

then be restricted in its venues. Eventually an agreement was made to tone down the profanity to receive the downgraded PG-13, yet it was still only seen in 265 theaters.

# YOU MAY NOT KISS THE BRIDE



Sometimes losing is better than winning. That's certainly the case for Katharine McPhee. She was the runner-up in season five of American Idol, yet while we don't hear much about the winner, Taylor Hicks, these days, Katharine McPhee has

become not just a recording star, but a TV and film actress as well, with the hit show **Smash**, and now a co-starring role in the film *You May Not Kiss the Bride*.

In the romantic comedy storyline, McPhee plays Masha, the daughter of a Croatian crime lord, Vadik. He forces pet photographer Bryan to marry Masha to pay off a debt while earning her a green card. However, Vadik forbids Bryan to touch Masha. The two get married and head to their honeymoon, being trailed by a family friend, Brick, who is in love with Masha.

Masha views Bryan dancing with a waitress while on their honeymoon and takes off. The waitress feels badly and tries to help by setting the young couple up on a romantic outing in a tropical rainforest. Bryan teases Masha, and she runs off, only to be kidnapped. While trying desperately to find Masha and avoid Brick, Bryan also has to deal with his psychotic assistant showing up, trying to force him to have sex with her.

McPhee hasn't abandoned her music. Not only is she heard singing weekly on the show *Smash*, she also co-wrote a song on the *You May Not Kiss the Bride* soundtrack, "Beautiful Stranger." **Ken Davitian**, who plays her father in the film, stated, "She not only gorgeous, not only can she sing, dance, she can act."

by Rob Hedden  
Genre: Comedy  
Released: 2012  
Price: \$14.99

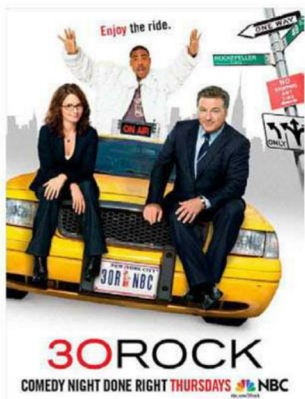
★★★★★  
70 Ratings

View in

iTunes Preview



# 30 ROCK



All good things must come to an end, even hit television shows. 30 Rock lasted for seven seasons, and while it seemed to be popular with many, for some reason it never really found complete ratings success. In early 2013,

30 Rock completed its run. If you never had a chance to catch the series or started too late and missed the beginning, here's your chance to get caught up, with all seven seasons on iTunes.

30 Rock is based loosely on the experiences of executive producer/star/creator Tina Fey. She cut her teeth on NBC's Saturday Night Live as head writer/costar. In the series, her character, Liz Lemon, is the head writer for a sketch comedy series on NBC. It's a show that she and old friend Jenna Maroney began at Second City under the name The Girlie Show, and later moved to New York City to get it on the air at NBC.

Once in New York City and successfully working at NBC (located at 30 Rockefeller Plaza) on The Girlie Show, Liz's boss dies and is replaced by GE's Jack Donaghy, head of east coast television and microwave oven programming. He and Liz disagree about the focus of the show, but as a network executive, Jack wins. Jenna loses her place as star of the show to the unpredictable Tracey Jordan, as the show is renamed TGS with Tracy Jordan. Jenna becomes simply a costar.

30 Rock began to deal less with TGS as the seasons played out and dealt more with the characters of the show. It also became known for its high-profile guest stars. These included Whoopi Goldberg, Conan O'Brien, LL Cool J, Oprah Winfrey, Jon Bon Jovi, Matt Damon, James Franco, Susan Sarandon, Queen Latifah, and Robert De Niro, just to name a few.





Genre: Comedy  
Released: 2006  
Price: \$44.99

★★★★★  
631 Ratings

View in  
**iTunes Preview**



**THE OTHER FILMS RELEASED THIS  
WEEK ON iTunes:**

***CHASING MAVERICKS***

True story following the relationship of a 15-year-old amateur surfer and his local surfing legend mentor.

***THE LAST GLADIATORS***

Documentary that takes a look at the most feared players in the NHL, with a special look at Chris "Knuckles" Nilan.

***THE THIEVES***

Ten thieves stake out and attempt a casino heist with the hopes of landing a \$20 million diamond.

***WOULD YOU RATHER***

A young woman looking to make money to help care for her terminally ill brother ends up in a millionaire's sadistic "Would You Rather" game with other desperate individuals.

***SILICON VALLEY***

Documentary examining the rural Santa Clara County that was transformed into the technological hub Silicon Valley.

***A LATE QUARTET***

A string quartet with a quarter century in existence face their cellist possibly being forced to retire.

***COME OUT AND PLAY***

A couple vacation on a serene island before the birth of their child and find the island strangely deserted, other than children.





**BUTLER**

# **SING RICKS**

**S START  
WHERE**

**ED ON  
STORY**

## **28 HOTEL ROOMS**

A novelist and corporate accountant have an affair that lasts several years ... and several hotel rooms.

## **SHANGHAI CALLING**

A Chinese-American lawyer gets transferred from New York to Shanghai on assignment and gets mixed up in a legal mess that could end his career.

## **9 MILES DOWN**

A security expert investigates a research team's disappearance after they drilled deep into the Sahara desert's surface.

## **VAMP U**

A vampire loses his ability to grow fangs after he accidentally kills the love of his life, but finds a dead ringer for her while working as a college history professor.

## **SAVING GRACE B. JONES**

In a Missouri town in the 1950s, a man's sister is released from a local asylum and disrupts his family's life by coming to live with them.

## **ALADDIN AND THE DEATH LAMP**

Aladdin accidentally releases an evil genie from his lamp and needs to get him to return to the lamp before he destroys the world.

## **YOU'VE BEEN TRUMPED**

A documentary that follows Real Estate tycoon Donald Trump's efforts to build a luxury gulf course in Scotland, against the locals' wishes.

# iTunes

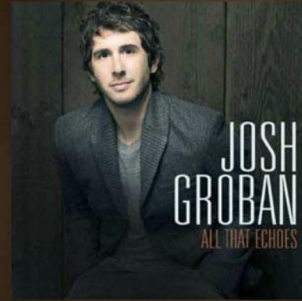
## Review

***MUSIC***



# ALL THAT ECHOES

**JOSH GROBAN**



You'd be hard pressed to find a classical pop fan who isn't familiar with the name Josh Groban. This powerhouse singer/songwriter was

blessed with an incredible vocal ability and has somehow managed to create a persona that is just as mesmerizing as his voice. He has achieved pop superstardom over his career and managed to produce six studio albums in between all of his tours, concerts, and show appearances. Groban has made a name for himself thanks to his beautiful, opera-tinged, pop-laced arias, most of which are accentuated by subtle instrumentals and deep, emotional songwriting. His incredible vocal range is showcased across each and every song he's sung, whether it be a cover of a classic or a completely original creation.

Groban's recent albums, "Awake" and "Illuminations," have showcased Groban's writing ability and are filled with emotionally powerful lyrics. However, his singing has refused to take a backseat and has continued to remain the main product of his success, regardless of his newfound poetic abilities. His latest album, "All That Echoes," is hoping to continue this trend of success, but does it have the same mass appeal that his past works have had? All That Echoes is going to put you under the same spell that has captivated Groban fans for years. Honestly, that's no surprise. The singer has continued to

impress with each studio release. “Brave” starts this collection, with a subtle piano-infused opening. Groban joins in with a soft, elongated vocal and bursts into a drum-filled chorus with loud, harmonic lyrics. Fans of operatic and foreign music get a nod here, too, with the beautiful Italian renditions, “E Ti Prometterò (which features Laura Pausini), and Un Alma Mas (which features Arturo Sandoval). “I Believe (When I Fall In Love It Will Be Forever)” might be the most beautifully written and performed piece on this album. The soft yet poignant flow of a violin sets up a vocally outstanding lament that will send chills up your spine. This might be the best example of Groban’s talents on this collection. All That Echoes is a great release, although it’s just another day at the office for the skillful singer/songwriter. I would highly recommend this album to any pop or operatic fans out there. Josh Groban has a great ability to spin gold with his releases and this collection is no different. The only downside here is that the album is a little on the short side with only twelve tracks. Give this album a listen; it’s a classic example of beauty in music.

Genre: Classic Pop  
Released: Feb 1, 2013  
By: Reprise Records  
12 Songs  
Price: \$11.99

★★★★★  
781 Ratings

View in

iTunes Preview



# TWO LANES OF FREEDOM

**TIM MCGRAW**



There is no way I could let this week go by without shining the spotlight on a new album release from powerhouse Country virtuoso

Tim McGraw. The singer/songwriter is one of the most prominent names in modern Country music, and he has collected an impressive array of awards and certifications over his lengthy twenty-three year career.

The 45-year-old performer shows no signs of stopping with the release of his eleventh studio album. McGraw finally found time between touring and starring in Hollywood productions to craft "Two Lanes of Freedom." This release showcases McGraw's ability to adapt to the ever-changing world of music while still maintaining an easily-recognizable style. His innate ability to keep up with modern Country style has helped fuel his superstardom, and it's what has so many fans on the edges of their seats during each album release. Two Lanes of Freedom continues his studio run, and just like his previous albums, it sounds very "modern." The collection starts out with the namesake, "Two Lanes of Freedom", an uptempo track that fuels harmonious vocals with a mixture of subtly-picked banjos and "electrified" countrified guitars. Number 37405 is an emotionally-powerful, lyrically-beautiful song that gives us a glimpse of McGraw's softer side. "Highway Don't Care" is







Genre: Country  
Released: Feb 5, 2013  
By: McGraw Music  
15 Songs  
Price: \$14.99

★★★★★  
891 Ratings

View in

iTunes Preview

the most popular track on the album, featuring impressive vocals from McGraw and two guest singers, Taylor Swift and Keith Urban. There is a great amount of variety in this album with a good mixture of upbeat, party songs, and slow, emotional ballads.

This is a must have album for the Country fan out there. If you're a lover of Country music, chances are you already know who Tim McGraw is, and this is another AAA title from the virtuoso. I thoroughly enjoyed this release and found myself playing most of the songs twice over. You can pick up Two Lanes of Freedom from iTunes.



# APPLE CEO: SHAREHOLDER LAWSUIT IS 'SILLY SIDESHOW'



Apple CEO Tim Cook is calling a shareholder lawsuit against the company a “silly sideshow,” even as he said he is open to looking at the shareholder’s proposals for sharing more cash with investors.

Investor David Einhorn sued Apple Inc. last week, saying a proposal slated for a vote at the company’s annual meeting in two weeks would make it more difficult to enact his plan to reward shareholders by distributing a new class of shares.

Cook said Apple’s proposal puts more power in the hands of shareholders, making it difficult to understand why a shareholder would fight it. Calling the fight a waste of time, Cook said Apple won’t squander money by mailing letters to shareholders to persuade them to vote for the proposal.

“My preference is that everyone on both sides of this issue would take the money they’re spending on this and donating it to a worthy cause,” Cook said.

Apple’s proposal asks shareholders to vote on a few governance issues in one go. Einhorn’s company, Greenlight Capital, said in a statement that if Apple thinks the suit is waste of resources, “it could simply end the matter by complying with existing law” and let shareholders vote on the contested proposal separately from the other issues.

Cook spoke Tuesday morning at a Goldman Sachs investor conference in San Francisco. Repeating previous statements, he said Apple is “seriously” looking at ways to hand out more cash to shareholders.

Investors appeared to be listening for something more substantive out the CEO on the cash issue. Apple’s stock fell \$12.03, or 2.5 percent, to close at \$467.90.

The stock market has hammered Apple’s stock since the September launch of the iPhone 5. The company’s growth, which has been rapid for nearly a decade, is slowing drastically in the absence of a new groundbreaking product. Wall Street is clamoring for Apple to share more of its cash, which amounted to \$137 billion at the end of last year and is still growing fast because of the company’s massive profits.

Companies normally don’t sit on that much cash, as it’s not very productive. They prefer to invest it in their business or give it to shareholders. Einhorn said Apple’s cash hoard is a symptom of a defensive, “Depression-era mentality.”

Cook rebutted that assertion Tuesday, saying the company invested \$10 billion in its business last year, through spending on research and design, equipment and an expansion of its chain of stores. It has also committed to handing out \$45 billion to shareholders over three years, through dividends and share buybacks.

Analysts, however, point out that Apple seems to have run out of things to invest in, and the \$45 billion commitment is small compared with the company’s profits.

Goldman analyst Bill Shope asked Cook about two other hot-button issues: whether Apple would make a cheaper phone and one with a larger screen, both of which rivals have been doing using Google’s Android operating system. Cook was as usual evasive about Apple’s product plans, preferring to point out that it sells older iPhone models at a reduced price and that there’s more to the experience of a screen than its size - Associated Press.

# APPLE CHECKMATE MORE INVESTORS BACK CO. VS. EINHORN

Hedge fund honcho David Einhorn is having trouble enlisting allies in his battle to get his hands on some of Apple's \$137 billion cash hoard.

Two more big investors have come out in support of Apple's proposal to eliminate "blank check" preferred stock - a stance Einhorn has called on shareholders to reject.

The California State Teachers' Retirement System, a \$157.8 billion pension fund, and the New Jersey Division of Investment, which manages \$70 billion in pension money, told The Post they are siding with Apple against Einhorn.

"We generally support good corporate governance initiatives, and this appears to be one," said Bill Quinn, a spokesman for the New Jersey pension fund, which holds 1.8 million Apple shares.

CalSTRS, which owns 1.6 million Apple shares, supports the proposal because "blank check" preferred stock "can be used as anti-takeover defenses and entrench a board," said Anne Sheehan, the director of corporate governance.

Last week, the \$254.1 billion California Public Employees' Retirement System - the biggest US pension - said it backs Apple's proposal. Florida's \$127 billion pension fund also tends to look askance at dual-class structures, said Michael McCauley, a senior executive for the fund.

At issue is Apple's proposal to prohibit the board from issuing preferred shares without shareholder approval.

Last week, Einhorn fired off a letter urging Apple shareholders to reject the change, saying it restricts the board's ability to "unlock substantial shareholder value." Shareholders are slated to vote on the proposal at Apple's annual meeting set for Feb. 27.

Einhorn, head of \$8 billion Greenlight Capital, has been pushing Apple to return some of its cash to investors for months. He wants it to issue preferred shares that pay a 4 percent dividend and trade separately from the common stock. Apple said it is considering his proposal - The New York Post.





# *TOP 10 SONGS*

## HO HEY

THE LUMINEERS

## I WILL WAIT

MUMFORD & SONS

## SUIT & TIE (FEAT. JAY Z)

JUSTIN TIMBERLAKE

## DAYLIGHT

MAROON 5

## WHEN I WAS YOUR MAN

BRUNO MARS

## LOCKED OUT OF HEAVEN

BRUNO MARS

## CARRY ON

FUN.

## I KNEW YOU WERE TROUBLE

TAYLOR SWIFT

## THE A TEAM

ED SHEERAN

## WE ARE YOUNG (FEAT. JANELLE MONÁE)

FUN.

# US

## JUST GIVE ME A REASON (FEAT. NATE RUESS)

P!NK

## GET UP (RATTLE) (FEAT. FAR EAST MOVEMENT)

BINGO PLAYERS

## SAME LOVE (FEAT. MARY LAMBERT)

MACKLEMORE & RYAN LEWIS

## IMPOSSIBLE

JAMES ARTHUR

## HO HEY

THE LUMINEERS

## LANTERNS

BIRDS OF TOKYO

## WHEN I WAS YOUR MAN

BRUNO MARS

## EVERYBODY TALKS

NEON TREES

## LOVE IS EASY

McFLY

## I COULD BE THE ONE (NICKTIM RADIO EDIT)

AVICII & NICKY ROMERO

# AUSTRALIA

# UK

## I COULD BE THE ONE (NICKTIM RADIO EDIT)

AVICII & NICKY ROMERO

## WHITE NOISE (FEAT. ALUNAGEORGE)

DISCLOSURE

## GET UP (RATTLE) (FEAT. FAR EAST MOVEMENT) [RADIO EDIT]

BINGO PLAYERS

## DRINKING FROM THE BOTTLE (FEAT. TINIE TEMPAAH)

CALVIN HARRIS

## CLOWN

EMELI SANDE

## I KNEW YOU WERE TROUBLE.

TAYLOR SWIFT

## HO HEY

THE LUMINEERS

## CHANGE YOUR LIFE

LITTLE MIX

## MY SONGS KNOW WHAT YOU DID IN THE DARK (LIGHT EM UP)

FALL OUT BOY

## WHEN I WAS YOUR MAN

BRUNO MARS

# SWEDEN

## UNCOVER

ZARA LARSSON

## LET HER GO

PASSENGER

## ON TOP OF THE WORLD

SWEDISH HOUSE WIVES

## STRÖVTÅG I HEMBYGDEN

MANDO DIAO

## MAKE ME NO. 1

FELICIA OLSSON

## EN APA SOM LIKNAR DIG

DARIN

## I KNEW YOU WERE TROUBLE

TAYLOR SWIFT

## GANGNAM STYLE

PSY

## MIRRORS

JUSTIN TIMBERLAKE

## PLAYING WITH FIRE

DARIN

**HO HEY**

THE LUMINEERS

**INNER NINJA (FEAT. DAVID MYLES)**

CLASSIFIED

**I WILL WAIT**

MUMFORD & SONS

**LOCKED OUT OF HEAVEN**

BRUNO MARS

**CARRY ON**

FUN.

**HOME**

PHILLIP PHILLIPS

**I KNEW YOU WERE TROUBLE**

TAYLOR SWIFT

**JUST GIVE ME A REASON (FEAT. NATE RUESS)**

P!NK

**SUIT & TIE (FEAT. JAY Z)**

JUSTIN TIMBERLAKE

**GIRL ON FIRE**

ALICIA KEYS

# CANADA

# FRANCE

**SKYFALL**

ADELE

**LOCKED OUT OF HEAVEN**

BRUNO MARS

**PEOPLE HELP THE PEOPLE**

BIRDY

**ONE DAY / RECKONING SONG (WANKELMUT REMIX)**

**RADIO EDIT]**

ASAF AVIDAN & THE MOJOS

**DIAMONDS**

RIHANNA

**READ ALL ABOUT IT, PT. III**

EMELI SANDE

**SKINNY LOVE**

BIRDY

**BORN TO DIE**

OLYMPE

**FEEL SO CLOSE (RADIO EDIT)**

CALVIN HARRIS

**ON SE CONNAÎT (FEAT. AYNÄ)**

YOUSSEUPHA

# SPAIN

**EL BESO**

PABLO ALBORÁN

**TRY**

P!NK

**LOCKED OUT OF HEAVEN**

BRUNO MARS

**FEEL THIS MOMENT (FEAT. CHRISTINA AGUILERA)**

PITBULL

**DIAMONDS**

RIHANNA

**TE PINTARON PAJARITOS (FEAT. ANDY RIVÉRA)**

YANDAR & YOSTIN

**GANGNAM STYLE**

PSY

**DON'T YOU WORRY CHILD (RADIO EDIT)**

**[FEAT. JOHN MARTIN]**

SWEDISH HOUSE MAFIA

**LITTLE TALKS**

OF MONSTERS AND MEN

**VUELVO A VERTE (FEAT. PABLO ALBORÁN)**

MALÚ

**HALL OF FAME (FEAT. WILL.I.AM)**

THE SCRIPT

**I LOVE IT (FEAT. CHARLI XCX)**

ICONA POP

**BILDER IM KOPF**

SIDO

**TROUBLEMAKER (FEAT. FLO RIDA)**

OLLY MURS

**PEOPLE HELP THE PEOPLE**

BIRDY

**DON'T YOU WORRY CHILD (RADIO EDIT)**

**[FEAT. JOHN MARTIN]**

SWEDISH HOUSE MAFIA

**FEEL THIS MOMENT (FEAT. CHRISTINA AGUILERA)**

PITBULL

**GANGNAM STYLE**

PSY

**BELLA VITA (DJ ANTOINE VS. MAD MARK 2K13**

**RADIO EDIT)**

DJ ANTOINE

**CASTLE OF GLASS**

LINKIN PARK

# GERMANY

**I FOLLOW RIVERS (THE MAGICIAN REMIX)**

LYKKE LI

**WHAT I MIGHT DO (RADIO EDIT)**

BEN PEARCE

**I SEE YOU (RADIO EDIT)**

JUTTY RANX

**HO HEY**

THE LUMINEERS

**LOCKED OUT OF HEAVEN**

BRUNO MARS

**TRY**

P!NK

**KILLER (FEAT. TIZIANO FERRO)**

BABY K

**SCELGO ME**

MARCO CARTA

**DIAMONDS**

RIHANNA

**DUE RESPIRI**

CHIARA

# BELGIUM

**LAST NIGHT A DJ SAVED MY LIFE**

MILK INC.

**LET HER GO**

PASSENGER

**CANNONBALL (RADIO EDIT)**

SHOWTEK & JUSTIN PRIME

**LOCKED OUT OF HEAVEN**

BRUNO MARS

**WHEN I WAS YOUR MAN**

BRUNO MARS

**I COULD BE THE ONE (NICKTIM RADIO EDIT)**

AVICII & NICKY ROMERO

**BENEATH YOUR BEAUTIFUL (FEAT. EMELI SANDÉ)**

LABRINTH

**DIAMONDS**

RIHANNA

**HET KUIKENTJE PIEP (RADIO EDIT)**

PULCINO PIO

**SKYFALL**

ADELE

# ITALY

**MENNYT MIES**

J. KARJALAINEN

**MARRY ME**

KRISTA SIEGFRIDS

**FIGURE 8**

ELLIE GOULDING

**HUUDA!**

HALOO HELSINKI!

**TROUBLEMAKER (FEAT. FLO RIDA)**

OLLY MURS

**SKYFALL**

ADELE

**LEVOTON TYTTÖ**

ANSSI KELA

**TRY**

P!NK

**GANGNAM STYLE**

PSY

**I COULD BE THE ONE (NICKTIM RADIO EDIT)**

AVICII & NICKY ROMERO

# AUSTRIA

**YOUR SONG**

ELLIE GOULDING

**I LOVE IT (FEAT. CHARLI XCX)**

ICONA POP

**GO FOR GOLD**

ANDREAS GABALIER

**BILDER IM KOPF**

SIDO

**FEEL THIS MOMENT**

**(FEAT. CHRISTINA AGUILERA)**

PITBULL

**I'M NOT SCARED**

PARKBENCH DRIVE

**HALL OF FAME (FEAT. WILL.I.AM)**

THE SCRIPT

**CASTLE OF GLASS**

LINKIN PARK

**BELLA VITA (DJ ANTOINE VS. MAD MARK**

**2K13 RADIO EDIT)**

DJ ANTOINE

**PEOPLE HELP THE PEOPLE**

BIRDY

# FINLAND

See more in  
**iTunes**

# TOP

**TWO LANES OF FREEDOM**

*Tim McGraw*

**ALL THAT ECHOES**

*Josh Groban*

**PITCH PERFECT (ORIGINAL  
MOTION PICTURE SOUNDTRACK)**

*Various Artists*

**BELIEVE ACOUSTIC**

*Justin Bieber*

**THE LUMINEERS**

*The Lumineers*

**NOW 45**

*Various Artists*

**RELEASE THE PANIC (DELUXE EDITION)**

*Red*

**NIGHT VISIONS**

*Imagine Dragons*

**BABEL (DELUXE EDITION)**

*Mumford & Sons*

**RED**

*Taylor Swift*

# 10

# ALBUMS

# 10

# TOP

**GANGNAM STYLE**  
PSY

**YOLO (FEAT. ADAM LEVINE & KENDRICK LAMAR)**  
THE LONELY ISLAND

**TWO BLACK CADILLACS**  
CARRIE UNDERWOOD

**I KNEW YOU WERE TROUBLE**  
TAYLOR SWIFT

**BEAUTY AND A BEAT (FEAT. NICKI MINAJ)**  
JUSTIN BIEBER

**I'M A WOMAN (FROM THE CLIENT LIST)**  
JENNIFER LOVE HEWITT

**SINGLE LADIES (PUT A RING ON IT)**  
BEYONCÉ

**TRY**  
P!NK

**DON'T STOP THE PARTY (FEAT. TJR)**  
PITBULL

**LIVE WHILE WE'RE YOUNG PREVIEW**  
ONE DIRECTION

# MUSIC VIDEOS

# FINANCE

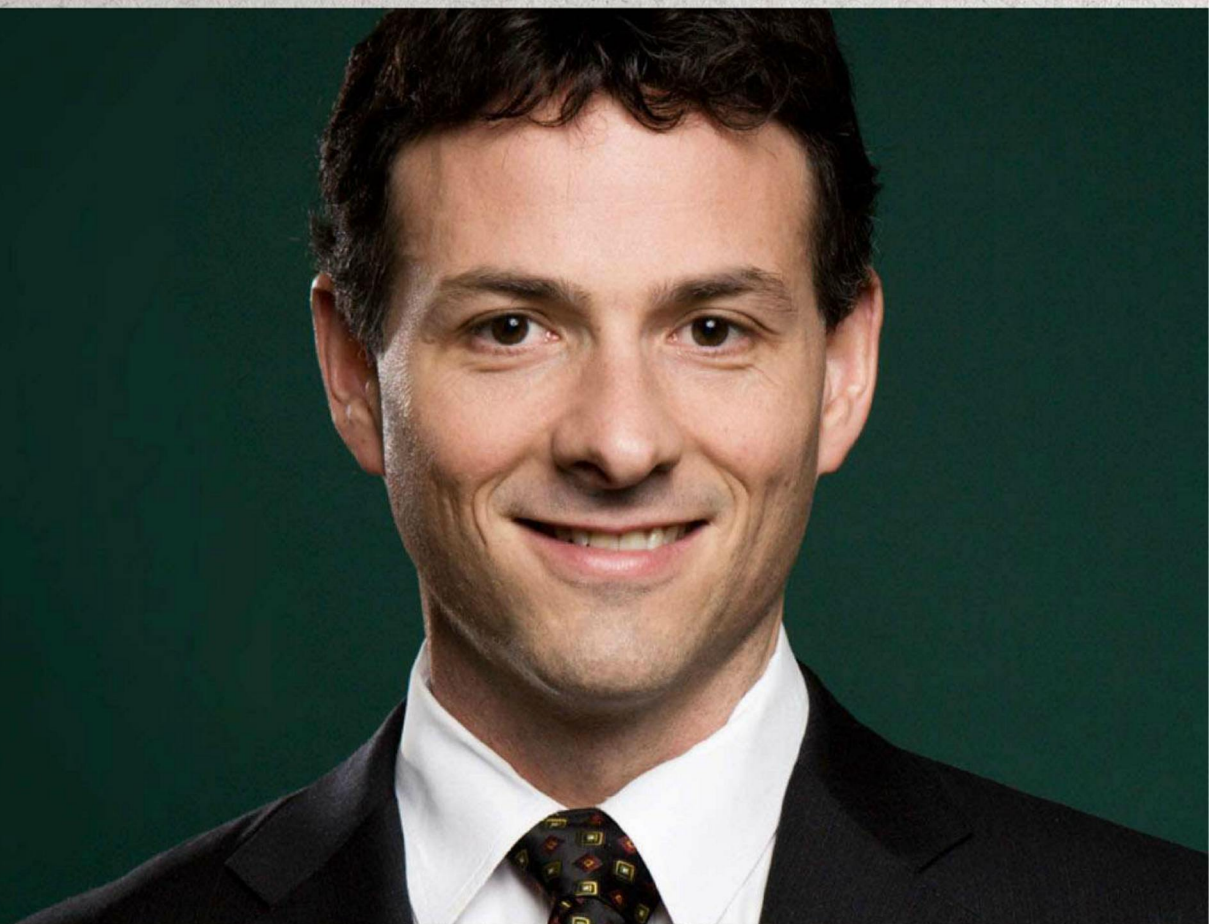
## EINHORN'S IKVETCH WANTS APPLE TO HAND OVER SOME \$\$

Apple shares jumped 3 percent late yesterday afternoon after the gadget maker said it was considering a proposal to return more cash to shareholders.

The move by the Cupertino, Calif., tech titan came hours after David Einhorn, founder of \$8 billion hedge fund Greenlight Capital, sued Apple as part of his strategy to get it to return some of its \$137 billion cash hoard to shareholders.

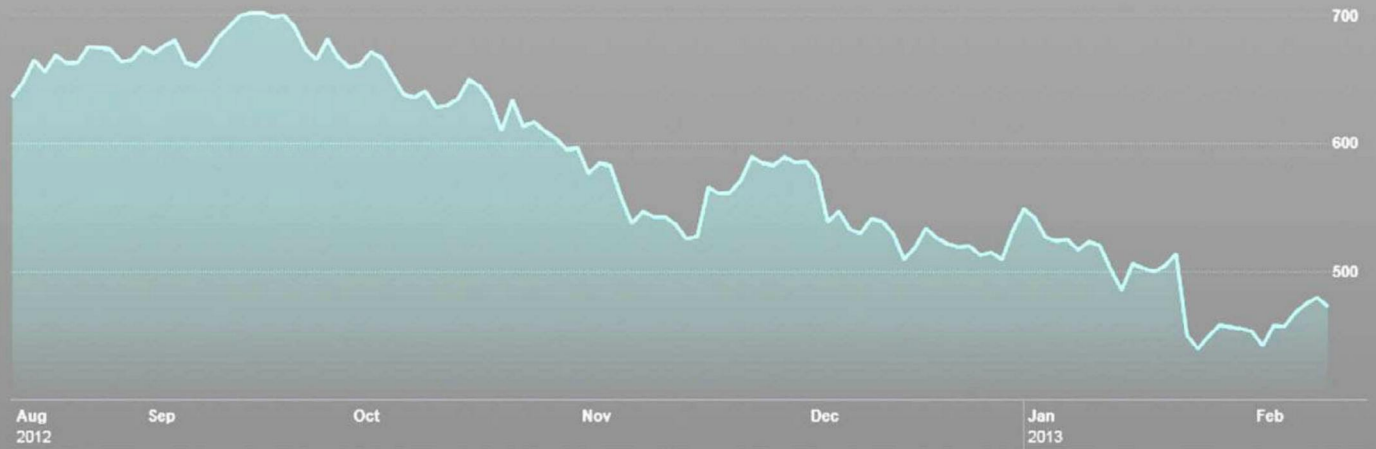
Shareholders like Greenlight, for example, which owns 1.1 million Apple shares.

Einhorn has been pushing the company for months to issue preferred shares as a way of doling out chunks of its mammoth cash pile.

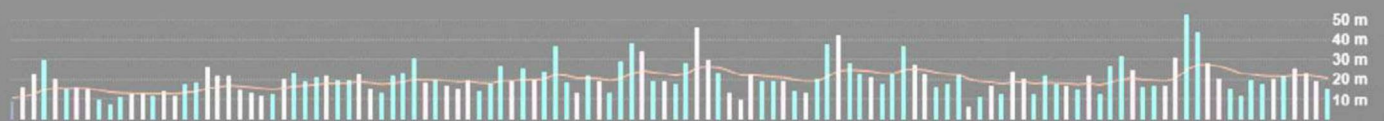


# APPLE INC

DAILY DATA INTERVAL  
6 MONTHS AAPL:NSQ



Volume EMA (14)



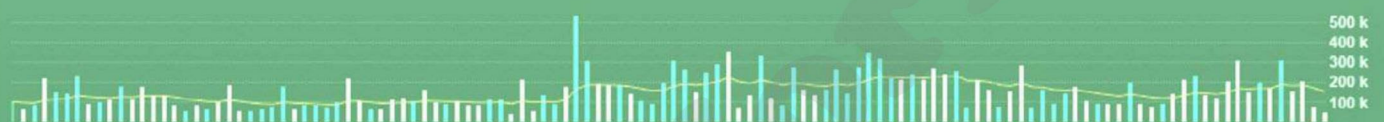
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# GREENLIGHT CAPITAL RE LTD

DAILY DATA INTERVAL  
6 MONTHS GLRE:NSQ



Volume EMA (14)



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The preferred shares would pay out a dividend of roughly 4 percent and trade separately from the common stock.

After face-to-face talks, Apple rejected Einhorn's plan in September - and then recently asked shareholders to remove the board's ability to issue preferred stock without shareholder approval.

A vote on that proposal is expected to take place at the Feb. 27 annual meeting.

Einhorn, who viewed Apple's proposal as an attempt to put up a barrier to his stock plan, responded with his lawsuit.

Einhorn also sent out a letter asking shareholders to nix Apple's proposal.

The Manhattan federal court suit claims Apple's bundling of different proposals into one ballot initiative violates regulatory rules.

If there is a vote, Einhorn could have a tough time convincing his fellow shareholders to stand by him.

Anne Simpson, portfolio manager at the \$254.1 billion California Public Employees' Retirement System, which owns 2.3 million Apple shares, is supporting Apple, not Einhorn.

Florida's State Board of Administration, which manages \$127 billion in state pension money, also tends to look askance at dual-class structures, Michael McCauley, an SBA executive, told The Post.

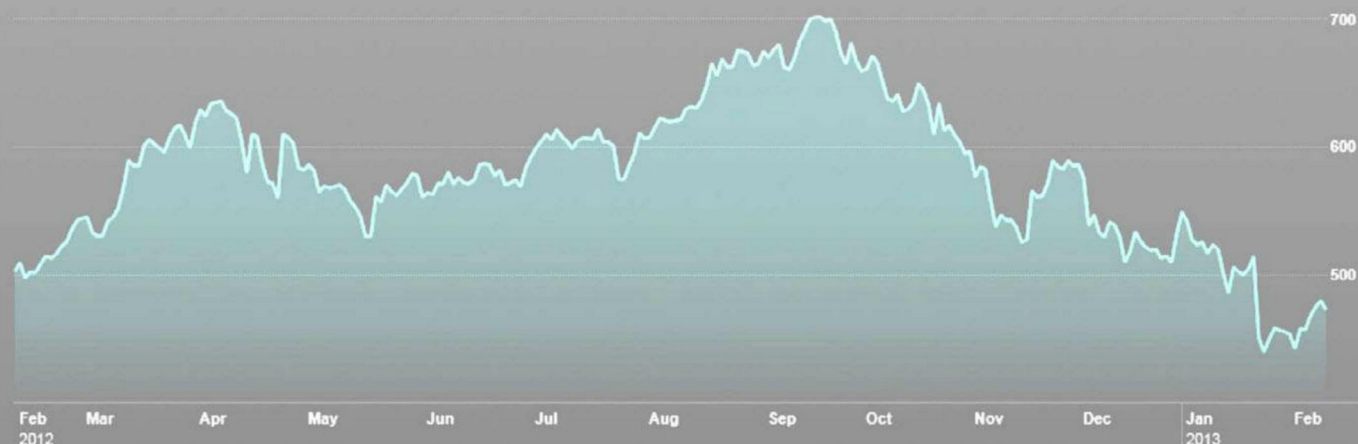
"We welcome Greenlight's views and the views of all of our shareholders," Apple said yesterday. ■

The New York Post

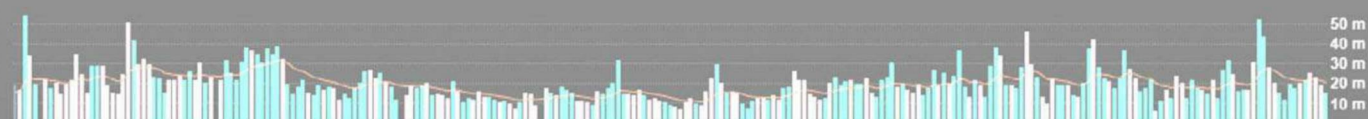
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# APPLE INC

DAILY DATA INTERVAL  
1 YEAR AAPL:NSQ



Volume EMA (14)



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# GREENLIGHT CAPITAL RE LTD

DAILY DATA INTERVAL  
1 YEAR GLRE:NSQ



Volume EMA (14)



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# TIM COOK: VISITING AN APPLE STORE IS 'LIKE PROZAC'



When Apple (AAPL) CEO Tim Cook is feeling down, he heads over to an Apple retail store to get a pick-me-up.

"I go into an Apple store and it instantly changes. It's like Prozac. It's an unbelievable feeling -- like no other," Cook said Tuesday at a Goldman Sachs technology conference.

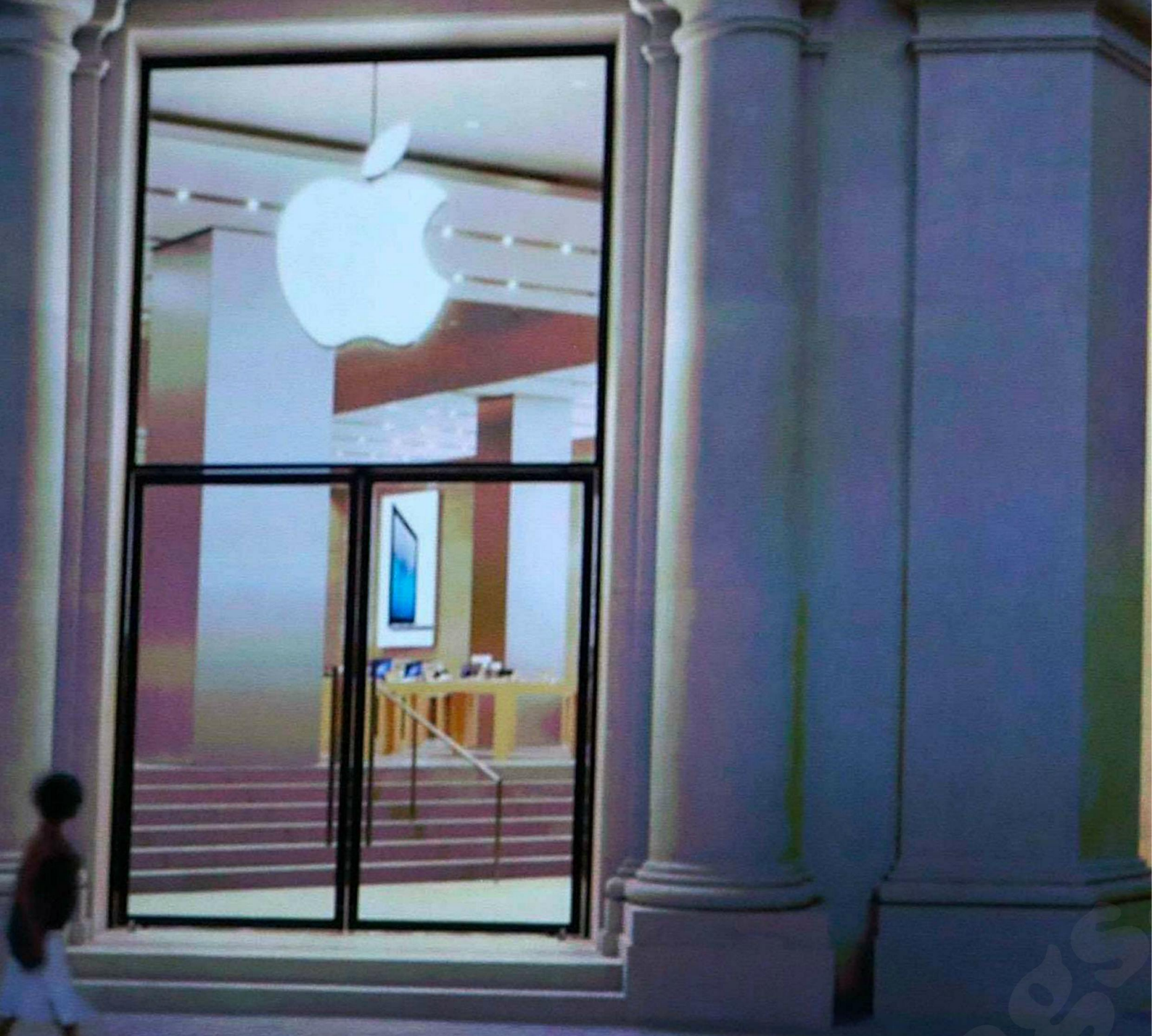
A visit to an Apple store, which is often crowded, reminds him of the company's place in pop culture -- and the role it plays in promoting the company's products.

The stores are also ringing up a lot of business for the Cupertino company, averaging more than \$50 million each in revenue last year, Cook said.

"Whoever thought a store could do that?" he said.

Apple now has 400 stores in 12 countries and plans to open 30 more this year, most of them outside the United States. The company will open its first store in Turkey this year, he said.

Apple, once criticized for creating its own retail store strategy, something no tech company



had successfully done before, now relies on them to market their products, Cook said.

"They are the face of Apple," he said. "People don't think of the Cupertino headquarters -- they think of the local Apple store. Last quarter, we welcomed 120 million people in our stores. That's almost 10 million people a week in our stores."

Some Apple stores can't handle the crush of customers, Cook added, so the company is closing 20 stores so they can be remodeled and expanded.

Cook attributed the success of the iPad to Apple's retail stores, where customers were able to play with the device that was new to the consumer market when it was launched in 2010.

"I don't think we would have been nearly as successful with the iPads if it had not been for our stores," Cook said. "Here's a product coming out. It's different. (It was believed to be) this heavy thing the Hertz guy was holding that nobody wanted. Our stores were a place to explore, try out and see what it could do." - San Jose Mercury News.

# STATEMENT BY APPLE

By early last year, Apple's cash balance had built to a point beyond what we needed to run our business and maintain flexibility to take advantage of strategic opportunities, so we announced a plan to return \$45 billion to shareholders over three years. As of next week we will have executed \$10 billion of that plan.

We find ourselves in the fortunate position of continuing to generate large amounts of cash, including \$23 billion in cash flow from operations in the last quarter alone.

Apple's management team and Board of Directors have been in active discussions about returning additional cash to shareholders. As part of our review, we will thoroughly evaluate Greenlight Capital's current proposal to issue some form of preferred stock. We welcome Greenlight's views and the views of all of our shareholders.

As a part of our efforts to further enhance corporate governance and serve our shareholders' best interests, Proposal #2 in our proxy includes some recommended changes to our articles of incorporation. These changes were recommended independently of Greenlight's proposal and would not preclude Apple from adopting their concept. Contrary to Greenlight's statements, adoption of Proposal #2 would not prevent the issuance of preferred stock. Currently, Apple's articles of incorporation provide for the issuance of "blank check" preferred stock by the Board of Directors without shareholder approval.



If Proposal #2 is adopted, our shareholders would have the right to approve the issuance of preferred stock. As such, Proposal #2 has the support of many of our shareholders.

We remain committed to having an ongoing dialogue with our shareholders to get perspectives around return of capital and driving shareholder value - Business Wire

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# ANDROID OVERTAKING iOS IN BRAND LOYALTY

Android devices are gaining on Apple products and the Android operating system has topped iOS for satisfaction and brand loyalty, a U.S. research firm says.

Media brand researcher Brand Keys said Samsung and Amazon are beginning to overhaul Apple for brand loyalty in the smartphone and tablet markets, the website TabTimes reported Friday.

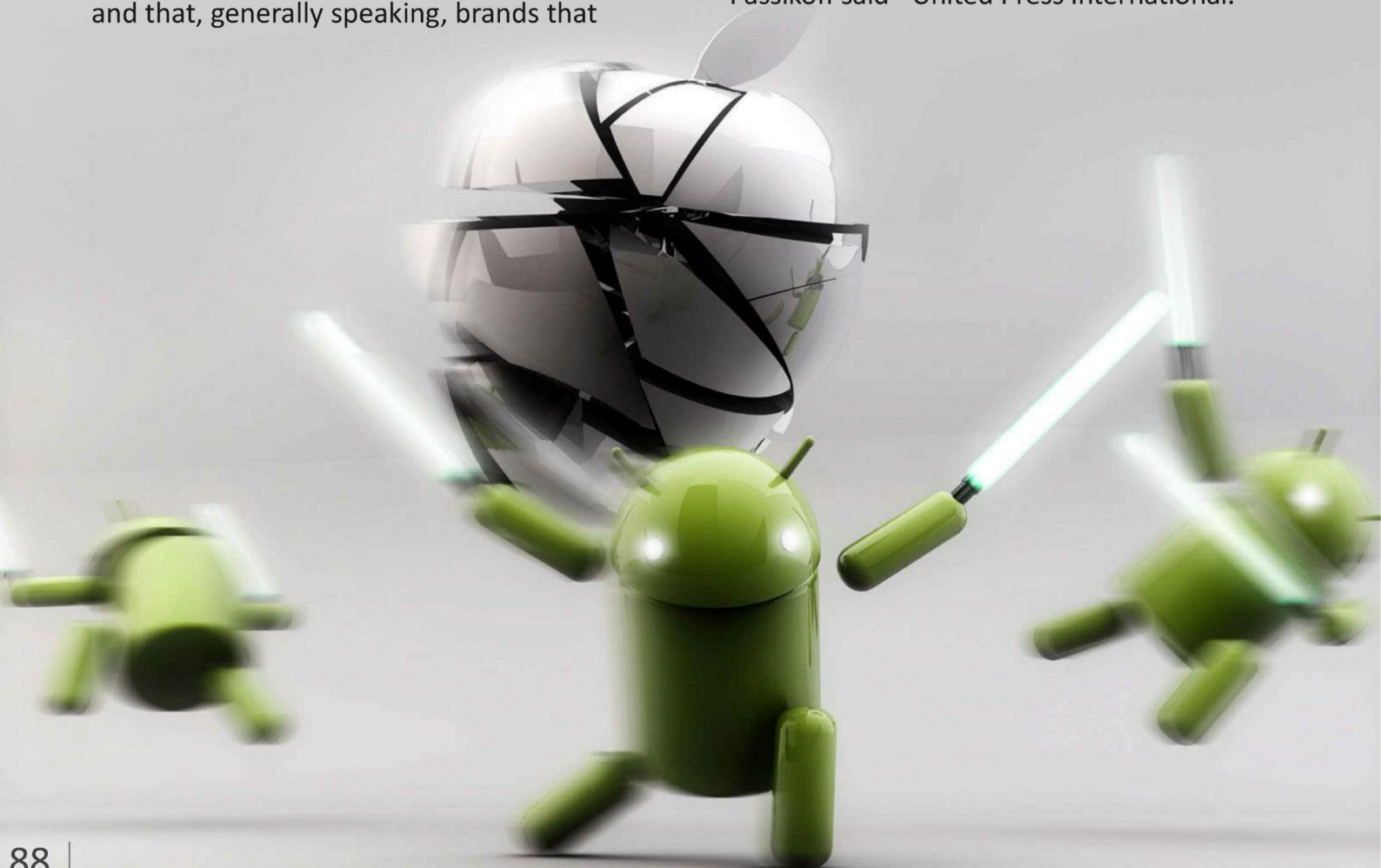
"It is an enormous switch-over," Brand Keys President Robert Passikoff told Mobile Marketer. "The more personal aspects beyond just connectivity are becoming the important emotional engagement factors and that, generally speaking, brands that

cannot do that are not going to be at the top of the list.

"Apple has been at the top of the list for a long time but has kind of stalled in terms of this sense of personal innovation and Samsung seems to have taken that on for themselves."

Samsung has passed Apple in the smartphone loyalty stakes, Brand Keys said, while in the tablet marketplace Amazon has stolen a march on the iPad with its Kindle Fire.

"Apple was very reactive in terms of having to come out with a smaller version [of the iPad] because Amazon had [a smaller] one," Passikoff said - United Press International.



# MASTHEAD

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**INSIDE APPS / INSIDE GAMES**  
**Russ Boswell**

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**Laura Tucker**  
**Russ Boswell**

**FINANCE**  
**Steve Hughes**

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**Talita Nakazato**  
**Held Souza**  
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**Doug MacMillan**

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# *Apple* *Magazine*

*It's All About Apple*

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